

PRINTERS' INK

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A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXLIX, No. 2

NEW YORK, OCTOBER 10, 1929

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"In the name of

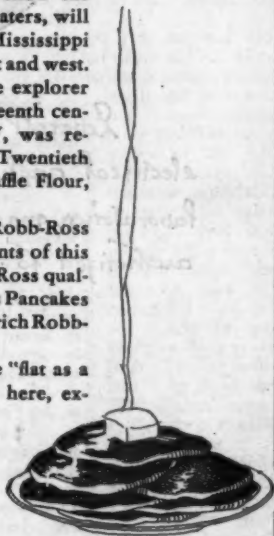
Better

PANCAKES"

A MAP of America, marked to show the distribution density of pancake eaters, will be heavily shaded from the Mississippi Valley to continuous territory east and west. This vast region, claimed by the explorer La Salle for France in the Seventeenth century in the name of Louis XIV, was reclaimed by advertising in the Twentieth for Robb-Ross Pancake and Waffle Flour, in the name of better pancakes.

Consistent acquaintance with Robb-Ross advertising has kept the inhabitants of this great pancake belt keen to Robb-Ross quality. Acquaintance with Robb-Ross Pancakes has kept them appreciative of that rich Robb-Ross "prairie flavor."

In the Middle West the phrase "flat as a pancake" has lost its sting, for here, explorers of delightful breakfast odors find themselves sitting down to steaming stacks of fluffy Robb-Ross deliciousness smothered in Robb-Ross Syrup.



N·W·Ayer & Son

• INCORPORATED •

Washington Square, Philadelphia

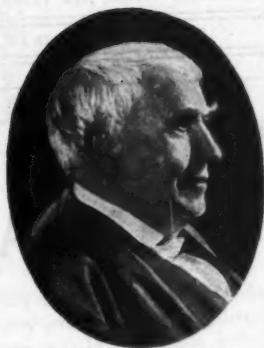
NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO





*Edicraft Products are the only
electrical appliances developed in my
laboratories, made in my factories, and
authorized to carry my signature*

Thomas A. Edison.

(The advertising of the Edicraft Speed Toaster, and other products of the Edicraft Division of the Edison Industries, is prepared upon the Interrupting Idea principle by the Federal Advertising Agency, Inc., 6 East 39th Street, New York.)

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PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXLIX

NEW YORK, OCTOBER 10, 1929

No. 2

How to Get the Sales Force to Use the Sales Manual

Too Many Sales Manuals Do Nothing Other Than Gather Dust Long Before They Reach Their First Birthday

By E. B. Weiss

THE sales manual is usually the most pretentious piece of printed material issued by a manufacturing organization, with the possible exception of the catalog. Certainly, it is usually the outstanding literary accomplishment of the sales department. Perhaps this is the reason why so many of these painstakingly compiled books, after the first flush of enthusiastic reception wears off, begin to gather layers of dust.

So much time and effort are expended in completing the manual, that, once it is distributed, the home office sales organization is only too glad to turn to other matters as a welcome relief. As a consequence, an organization as noted for the excellence of its selling methods as S. C. Johnson & Son writes: "We imagine that most of our sales manuals are rattling around in the rear compartments of salesmen's Ford coupés, along with the broken pliers, gadget wrenches and other unused tools. We should, therefore, be glad to have a copy of any report you get up on this

problem of getting salesmen to use their sales manuals after the manuals have been in their hands for some time."

Of course such a sad end for the sales manual ought not be. Getting the information together, printing it and distributing it are nothing

more than the early stages of the job. The last stage, and the most important, is getting the sales manual used—not merely for a month or two after the salesman has received his copy, but for a year, or two years or three years later. The big problem is to make the sales manual something more than a dust collector.

This article tells how this phase of the sales manual problem has been handled by such companies as The Timken-Detroit

Co., Addressograph Company, Barrett-Cravens Company, American Laundry Machinery Company, Henry L. Doherty & Company, Delco-Light Company, Minneapolis-Honeywell Regulator Company, L. C. Smith & Corona Typewriters, Inc., Johns-Manville Corp., etc.

The first, and perhaps the most common method, is to issue the

A*FTER the sales manual has been in the salesman's hands for three months, six months, a year—what happens to it?*

More often than otherwise, it becomes a dust collector instead of a sales builder.

What is the reason?

Perhaps the manual itself is at fault. Usually, however, the reason is found in the failure of the home office to develop a plan that will maintain the first flush of enthusiasm with which the manual is greeted.

This article explains what a number of prominent companies are doing to induce their salesmen to use their sales manuals regularly and consistently.

manual in loose-leaf form. At more or less regular periods, additional sections are mailed to the sales force and the salesmen are supposed to bind these into their books. This plan is part of the procedure followed by Henry L. Doherty & Company.

As a single phase of any general policy, it has much to commend it. But as the sole method of getting salesmen to use a manual month after month it is hardly likely to be effective for several reasons. In the first place, there is nothing to prevent a salesman from taking his manual out of its hiding place, inserting the new section where it belongs, and then promptly relegating the manual to its former obscurity. Second, how is the home office to know that the new section has actually been inserted? Perhaps the salesman has the best intentions in the world. He puts the new section at the bottom of his grip with a mental decision to insert it in his binder the first chance he gets. That chance never seems to arrive. Soon that lone supplement is joined by a mate. In time, a half dozen have collected at the bottom of the grip and then, when the grip receives its periodic cleaning, the supplements go the way of the other odds and ends accumulated over a series of trips.

To forestall this, several companies make it a practice to have the men turn their manuals in once a year. The manuals are checked and if any supplements are missing they are inserted and each manual returned to its owner. Here, again, however, the company has done little more than to make certain that the salesman has a complete manual. Whether or not he reads it is something the company which looks upon the loose-leaf binder as a complete solution never knows.

A second plan—and it must be understood that none of these represents the sole move of the companies mentioned to assure a reading for their manuals—is to place an index of all advertising literature in the sales manual. This plan will be followed by the Johns-Manville Corporation in its forthcoming manual. L. R. Hoff, vice-president in charge of sales, remarks that

there has been a considerable demand from his men for an index of advertising literature. "Frequently," he says, "they wish to send a prospect certain information and, with the large amount of such literature being issued by our sales promotion department, it is impossible for the salesman to remember all of it."


This is an excellent idea. Most salesmen working for companies that advertise nationally and which furnish advertising co-operation to their distributors, have been trained to offer advertising assistance to their customers and prospects. As Mr. Hoff points out, many companies have such a variety of this material that it is almost impossible for the salesman to remember all of it. By inserting an index of advertising literature in the sales manual two things are accomplished: the salesman is helped to make more effective use of sales promotion material and he gets in the habit of consulting his sales manual.

A third plan, and one which is also under consideration by Johns-Manville, is to combine the price book and the sales manual. Mr. Hoff sees in this plan not only still another method of getting salesmen to use their manuals frequently, but also he feels it has a decided advantage in that it eliminates the necessity of carrying two books. So long as these additions to the sales manual do not make it too bulky, they are entirely commendable.

The Appeal of the New

A fourth plan, and one which involves some interesting psychology, is that developed by the Delco-Light Company. The plan is based on the thought that there is always an appeal in something new. This interest in that which is new is taken advantage of in formulating selling and advertising plans directed at consumers and the trade. Why not make use of this same principle in getting salesmen to use their sales manuals?

That appears to be the reasoning back of the Delco-Light plan as outlined by W. R. Huber, sales manager. "There is always an



An agency is no greater than its people. Below
 [IN THE SMALL BUT STILL LEGIBLE TYPE] are some remarks on this subject.

Confronted with the problem of how to be one of the largest agencies in the world and still do a painstaking, individual job with each client, we apportioned our business into groups. Each is an agency in itself, headed by men and women of the type who might direct their own agencies, with carte blanche to satisfy the client—and the ocean-spanning facilities of the McCann Company to do it with.

THE H. K.

McCann

NEW YORK • CHICAGO • CLEVELAND
 SAN FRANCISCO • LOS ANGELES

COMPANY ADVERTISING

SEATTLE • DENVER • MONTREAL • TORONTO • LONDON • PARIS • BERLIN

appeal in something new," he says, "and the appeal works the same for a salesman when we give him a new sales manual, as it does when a dealer shows a prospect a brand new electric plant or water system. We have found that the average person finds something appealing in a new book. He picks it up to get the 'heft' of it. The very cleanness, sharp-cut edges, fresh printing and illustrations, all work an appeal. When the new book is something pertaining so vitally to a man's business as a sales manual, the odds are strongly in favor of its being retained, carried and referred to for a few months at least.

"By the time the book gets rather frayed and its material has become a bit of an old story to the selling man, along comes a new sales manual, together with advice to discard the old one. True, the new book contains much of the same material used in the old, but it is dressed up somewhat differently in a new typographic dress, the illustrations may be changed somewhat or new colors used in the old illustrations, and here and there are new chapters, new chapter headings and new subheads. The new book carries its appeal and so the cycle of its use goes on again.

Manual Is a Magazine

"Summed up, our policy on our sales manual is to regard it as a magazine, rather than as a book. There are no traditions, no inhibitions, no precedents to be shattered if one prints a new magazine every so often. There is danger in looking on a sales manual as a book, for a book somehow seems to be a thing of lasting permanence, to be printed by a business during the first year of its existence and then to stand unchanged forevermore.

"When we bring out new products, new models or new selling methods, we incorporate them in our manual and release the manual to the field force at the same time we announce the models or selling plans. We don't believe that because our selling men 'already have a book,' they shouldn't have another book. Of course, we do

not depend on revision of our sales manual at least once a year to be the sole reason for our selling men to retain the book and use it."

Some of the other plans employed by Delco-Light in reality constitute additional methods of getting the sales manual used continuously and they will therefore be listed separately.

Plan number five—and this goes back to the general format of the manual—calls for a size and weight that will make carrying the manual less of a burden to the salesman. For example, the Delco-Light manual is seven and three-quarter inches by five inches. Thin paper is used and superfluous words are thoroughly pruned. "This careful planning beforehand," says Delco-Light's sales educational department, "produces a manual that is comparatively small in size and easily carried in a salesman's pocket or portfolio."

An additional point, in this connection, that warrants close thought is the selection of type and illustrations, together with the general layout of the pages. These factors ought to receive expert attention. The manual that is easily read is more likely to be read. That is axiomatic.

Plan number six takes us out of the field of sales manual construction and into the field of its actual use. This plan is used by The Timken-Detroit Co. This company's sales manual was delivered to its salesmen in sections, that is, one part at a time. Distribution began last winter and the men now have the complete manual in loose-leaf form.

What Timken-Detroit does, as explained by E. V. Walsh, sales manager, is to have certain portions of the manual read aloud at its regular Monday morning sales meetings in the field. These meetings are conducted by the branch manager. Either he, or one of the salesmen delegated by him, reads aloud from the manual a few pages selected by the branch manager. The material contained in these pages is then reviewed in a general discussion entered by all of the salesmen present. The salesman who reads from the manual is also ex-

Thorough Trading Area Coverage Through One Newspaper!



World's Record In Radio Advertising!

FOR the third consecutive year, The Milwaukee Journal has set the highest record of any newspaper in the world in the volume of paid radio advertising published in one issue!

The issue of Sunday, September 29, contained 97,204 lines, or 324 columns of paid radio advertising—an increase of 40% over the world's record volume carried by this newspaper in 1928.

The Journal also set a new Milwaukee record in radio advertising for the first nine months of the year, with 700,324 lines—or 157,020 lines more than that carried by the other two Milwaukee newspapers combined!

THE MILWAUKEE JOURNAL

 FIRST BY MERIT 

Read by More Than Four Out of Five Milwaukee Families!

pected to discuss what he reads in advance of the general discussion. He is notified to that effect a week in advance. "During the interim," says Mr. Walsh, "he is expected to study the manual so as to be in a position to talk intelligently about it at the following weekly meeting."

What this plan really consists of, then, is the arrangement of a program of interest to the salesmen, with the sales manual occupying the center of the stage. Says Mr. Walsh, in this connection: "If a program centering around the sales manual is laid out by headquarters, as we do, by having a certain portion of the manual read as a regular part of our weekly meetings, and placing upon every member of the sales organization the responsibility of having to discuss the matter personally, I am sure there will be no trouble in influencing men to use their manuals."

An offshoot of this plan is found in the next one—plan number seven. The plan has been developed by the J. I. Case Company and it is operated in conjunction with its annual meeting of all salesmen held at the several branch houses which it operates. Says J. S. Witmer, sales manager: "The salesmen come to these meetings on call, with the understanding that they may be asked to address the meeting on subjects of interest. As no subjects are assigned, we find that they review their sales manuals carefully. Besides these annual meetings, the branch managers have made it a custom to meet with several of their salesmen at some central point in their branch territory at various times throughout the year to review their work. At this time, the salesmen are called in the same manner we would call them at a general meeting."

Still another outgrowth of this general idea is an adaptation of the old-fashioned spelling bee. For example, A. Matthews, general sales manager of The American Laundry Machinery Co., states that this company holds divisional meetings of its sales force every ninety days. At these meetings, the acting chairman asks questions of

the attending salesmen, the questions being based on the sales manual. The queries "act as a ninety-day examination on the sales manual," declares Mr. Matthews.

Along similar lines, Delco-Light has in the back of its manual a list of questions covering every subject in the book. These questions, the company says, "are used as the basis of an oral question match, similar to an old-time spelling bee. The man standing up longest is awarded a suitable prize."

Creating Interest Through Meetings

In general, meetings of the sales force are used by a number of companies to create interest in the sales manual. Henry L. Doherty & Company hold monthly meetings of their salesmen at the various branch offices. These meetings are in charge of the local manager who discusses with the salesmen, among other things, the latest information contained in the manual. The American Laundry Machinery Co. holds a school each month for nine months of the year. This school is attended by from 185 to 200 members of the entire staff of the company's Cincinnati organization, including the personnel of the sales, development and engineering departments. The sales manual is very thoroughly discussed at each of these monthly meetings, at which time points are brought out that might be added to the manual. The manual is then corrected and sent to each one of the company's sales representatives. Incidentally, a number is given each manual and the salesman is charged with it. This is a little added precaution that still further assures a continual reading of the book.

Still another company which utilizes sales meetings to encourage consulting the sales manual is the Addressograph Company. Irving L. Marsh, of the educational and research division, writes: "We find that one of the most difficult problems we have in our sales educational efforts is in making our salesmen read and review, not only our sales manual, but the current material which we are continually

(Continued on page 179)

New England's Second Largest Market

In the first eight months of 1929

The Providence Journal

and

The Evening Bulletin

carried

349,264 lines or 97.6%

of all

Radio Advertising

in Providence newspapers. For the year 1928 the figure was 96.8%.

Providence, with local stations on the National Broadcasting and Columbia hook-ups, is an excellent market for radio advertisers.

With a combined circulation exceeding 123,000 net paid, these great newspapers have a greater circulation than the eight other English language dailies in the state combined. They offer adequate coverage of this profitable market at a minimum cost.

Providence Journal Company

PROVIDENCE, R. I.

REPRESENTATIVES

CHAS. H. EDDY COMPANY
Chicago NEW YORK Boston

R. J. BIDWELL COMPANY
San Francisco Los Angeles Seattle

Superlatives Have a Right to Be Heard

As Long as Individual Tastes Vary, Every Product Under the Sun Is the Best to a Certain Number of People

By Laurence G. Sherman

I HAVE a favorite shaving cream. I read the advertisements of its maker, and wish there could be some super-superlatives invented to help him convert every benighted heathen who insists on scraping his face with the other preparations which masquerade as shaving creams. Full of missionary zeal, I took one of his ads to another copy carpenter in our shop and said: "Archibald, here's a case where superlatives in their present crude form fail to do justice to the product." And I went on to lament the pitiable state of affairs in which the makers of a really supreme article are handicapped and smothered by the absurd claims of all their competitors.

Archibald eyed me without enthusiasm. "That stuff?" he queried in withering tones. "Good Lord, I wouldn't put it on my face. It's too much mentholated, it hardens in the tube, it makes pimples come on your chin, and it dries your skin up. The makers ought to be taken in hand for making such preposterous statements." And he went on to rhapsodize about his pet shaving cream, which, in my private opinion, ranks one notch lower than axle grease.

The net of it is that I regard his shaving cream makers as a lot of hot air spinners, unscrupulous in the finer points of veracity; while he is convinced that mine are slick, furtive-eyed three-shell artists, deluding the public by misleading advertising.

Of course, we're both right. It's

our own personal opinions that determine whether a superlative is true or false. A statement can be as true as Gospel to me—and be a strip of unmitigated tripe to you.

Far be it from me to defend extravagant claims. They are confusing. When they are manifestly unreasonable, they ought to be hissed out of existence. There's been too much Smart Alec advertising this last year—just as there was year before last and every year since Godey's Lady's Book was a yearling.

But that kind of stuff will always be with us—and will always fall of its own weight, because by and large people aren't so dumb. They know where the line is

drawn between the absurd and the sensible. Still there seems to be a querulous note in the criticisms of superlative users. How the dickens can there be *two* "best" automobiles at \$1,500? How can four or five radio makers each make the simultaneous claim that their radios are the greatest development in the history of radio?

Here is where individual taste is the clarifying agent which separates all these conflicting statements and aligns them with the facts that *do* exist. If you had to go out tomorrow and buy an automobile, without any preparation for the ordeal, you wouldn't buy it sight unseen, just on the strength of someone's advertising. You would buy the car that proved itself to you to be most nearly your mental conception of the ideal

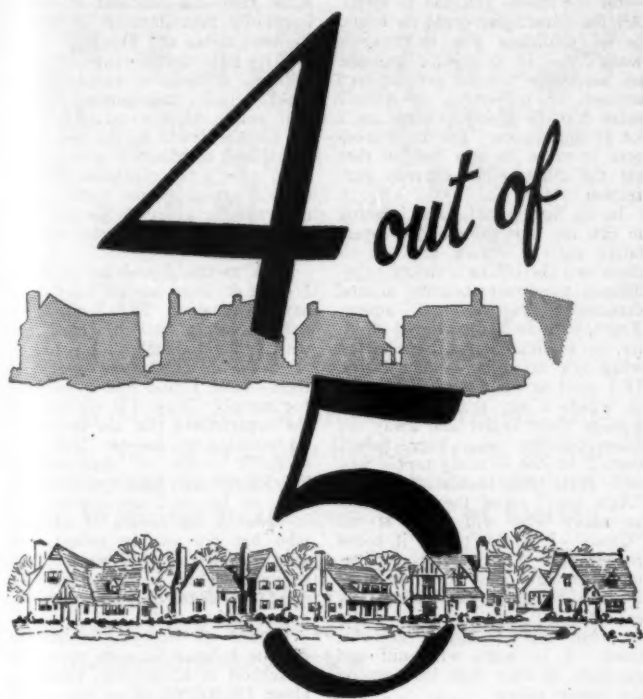
ONE of the most frequently heard criticisms of copy is the excessive use of superlatives. Theoretically there can be only one best. Actually there may be many. The automobile that you rhapsodize about may be only a piece of tin to me. The coffee I use may strike me as being the blend of the gods—but taste like lye to you.

The advertiser who uses superlatives is probably sincere—and maybe he's right.

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New York
L. A. KLEIN,



Picture the ideal market! A city of great population, employed at better than average pay with surplus for meeting a multitude of wants and coverable with one newspaper! That is Detroit—America's fourth city. Here The Detroit News goes into four out of five homes taking any English newspaper, enabling you to employ the commanding copy you have set your heart upon, and at the same time spend less than you would in many another field less favorably situated.

The Detroit News

THE HOME NEWSPAPER

New York Office

Chicago Office

I. A. KLEIN, 50 E. 42nd St.

J. E. LUTZ, 180 No. Michigan Ave.

—for the money you had to spend. All the advertising could do would be to challenge you to prove it wasn't so. If it doesn't measure up, according to your preconceived notions of perfection, it doesn't mean that the maker's claims are a lot of applesauce. The next prospect to come in may find in that car the quintessence of rosy perfection.

In the light of this, who is going to cast the first stone at the superlative users? Attack any one of them and there'll be a swarm of indignant purchasers buzzing around demanding justice and equity. Truth, in spite of its alleged rigidity, is as flexible as tissue paper when it's fitted to human tastes. If I want to write a piece of copy in which I say that Fitzdoodle's Sponge Cake is far and away the finest sponge cake ever baked, there'll be just so many people who will nod their heads and shout "Atta boy!" And there'll be just as many who will bray at me "Gwan! I wouldn't give it house room!" If I can say it convincingly enough and long enough, there will be a lot of floating buyers who will give it a try. A lot of them will say that I told the truth. A lot more will sniff and go back to their first love among the sponge cakes.

But what of it? Just because it doesn't suit them, am I a liar? I am not. It's just that they don't happen to fit the truth as it is construed by a whale of a lot of other sponge cake eaters.

So when I am confronted by three rival pages, each embellished by superlatives, what of it? When an advertiser says that his automobile is the best buy in 1929, or that his tires are the finest that can be made because of certain exclusive features—it's just the honest opinion of each, backed by the thoughts of thousands of people. Moreover, if advertisers all started to pull their punches, their adherents would lose heart and would begin to wonder if things weren't slipping with So and So. And it's the thoughts of people that are the real advertising. Printed advertising can only serve as a stimulant to start action of

some kind—the outcome of which is wholly dependent on groupings of mass tastes and likings.

Fifty-two double page spreads will tell millions of people that I make a radio instrument. Dealers will help. All the stage will be set for the drama by my merchandising and distribution policy. And then, what a few thousand or hundred thousand people think about my radio is going to be the real influence that will make me or break me.

Look at this typewriter of mine. I chose it from among four competitive makes. Each of these manufacturers had deafened me with his individual claims to supremacy. I didn't believe any of them—until I had had a look-see for myself. Now I'll outstrip all the superlatives that the maker of my machine can invent. It fits my eccentric style of type-pecking. The others are hunks of Camembert, so far as I am concerned—in spite of the sneers of the guy who has one of the others, and who thinks that I'm narrow and prejudiced, and wouldn't know a good typewriter from a \$4 birthday album.

Instead of worrying about the delicate balance between truth and falsehood in advertising, there are about 120,000,000 of us who ought to be darn glad there's such a wide and attractive assortment of things to buy—each and every one guaranteed to be the best.

Thomas Erwin Joins

B. B. D. & O. at Chicago

Thomas Erwin, director of service of the Frank Seaman Company, New York, before its merger with Blackett-Sample-Hummert, Inc., has joined the Batten, Barton, Durstine & Osborn Corporation, Chicago, as an account executive.

Claude-Neon Account to Ayer

N. W. Ayer & Son, Inc., has been appointed to direct the advertising account of the Associated Claude-Neon Companies of North America, with headquarters at New York.

Appoints Presbrey Agency

The Hotel Presidente, Havana, Cuba, has appointed the Frank Presbrey Company, New York advertising agency, to direct its advertising account.

Th

A. B. C. P.

New York



From Maryland, Minnesota, Oregon, Illinois, New York, Michigan—from all the United States and Canada—thousands coming to winter in the genial sun of Florida.

They will re-open their winter homes; they will buy food products, wearing apparel, cigars, candy, automobile accessories and housekeeping specialties.

They will re-order The Florida Times-Union (a favorite with the winter visitor, as with permanent residents).

Because of this favor, your advertising has extra advantages in this one, all-state, 7-day newspaper; a schedule can't begin too soon!

The Florida Times-Union

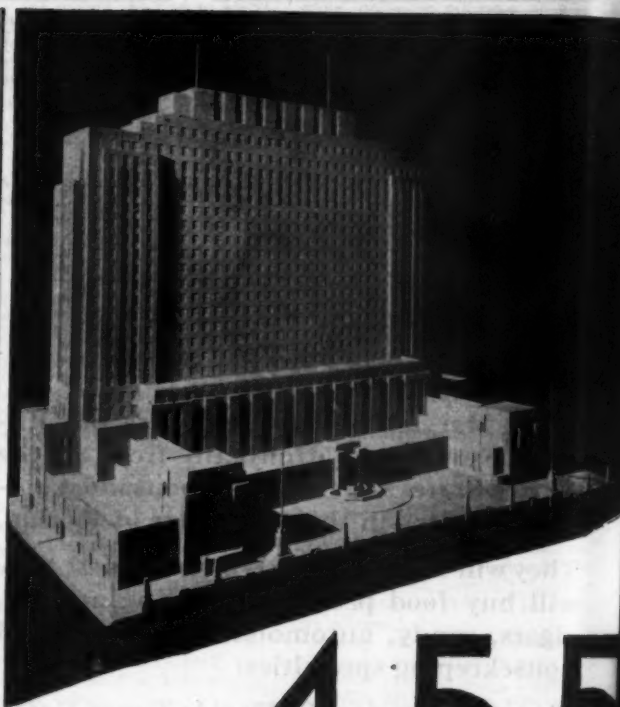
JACKSONVILLE, FLA.

A. B. C. Publisher's Statement, March 31, 1929, 50,707 Daily, 63,026 Sunday

Represented Nationally by

REYNOLDS-FITZGERALD, Inc.

New York . . Chicago . . Philadelphia . . Los Angeles . . San Francisco



4558

Advertising Representatives:

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110 E. 42d St.

DETROIT
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3-241 General Motors Bldg.

SAN FRANCISCO
C. Geo. Krogness
303 Crocker 1st Nat. Bank Bldg.

ATLANTA
A. D. Grant
711-712 Glenn Bldg.

**Member of The 100,000
Group of American Cities**

Aug 22 over S
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THE CHICAGO
Chicago

THE AVERAGE DAILY CIRCULATION

OF
THE CHICAGO DAILY NEWS
DURING THE MONTH OF
SEPTEMBER, 1929, WAS

5838

2 over September, 1928,
and
in the first September circulation
of The Chicago Daily News

THE CHICAGO DAILY NEWS

Chicago's Home Newspaper



Oklahoma Farmers *never* have all their eggs in one basket.

On current business maps Oklahoma is found among the nation's most active markets. Cotton estimates show a decidedly increased production for Oklahoma for 1929 over 1928, which at present prices, will mean more than \$7,000,000 above last year from this crop alone.

But diversified farming put Oklahoma among the leading business states and diversified farming is keeping it there.

In addition to its major crops, Oklahoma's livestock and livestock products bring more than \$100,000,000 each year. 92% of Oklahoma's farmers are raising poultry and 82% keep dairy cows.

Advertising to this market through THE OKLAHOMA FARMER-STOCKMAN means increased volume . . . and profits for you.

191,661 A. B. C. Circulation Each Issue

Carl Williams
Editor

**The OKLAHOMA
FARMER-STOCKMAN**
Oklahoma City

Ralph Miller
Adv. Mgr.

The OKLAHOMA PUBLISHING COMPANY

By BARRY OKLAHOMAN OKLAHOMA CITY TIMES W.A.T.
No. 104 Chicago, Illinois, U.S.A. 6. Rate Special Advertising Agency of Kansas City, Atlanta, San Francisco

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Six Points to Ponder When Planning a New Line

They May Give You a New Slant When Tackling This All-Important Job

By Courtland N. Smith

Partner-Barrows, Richardson, Alley & Richards Company (Advertising Agency)

IT was once considered sufficient to style a line twice a year. That was well enough when the trade dictated pretty much what it could sell and what it couldn't. But the manufacturer today cannot afford to wait for the trade to tell him what is right or wrong; conditions are changing too rapidly. He goes directly to the court of final resort—the public—to learn what they will take and then goes back and builds accordingly.

When re-styling, go the whole route. If you have improved the product don't be afraid to improve the label and the package, provided you don't change the identification of the product or its quality. People are constantly on the lookout for the new and the different, because even slight improvements are often all that is necessary to make for the difference between good sales and poor sales.

Even mail-order catalogs have had to be changed to meet the public's demand for "better merchandise, better display." The old cuts and descriptions, like the old gray mare, ain't what they used to be. One of the largest mail-order houses now rebuilds its catalog from cover to cover twice a year and finds that it pays in increased dividends. Old products are shot from new angles, new products pic-

tured and described in terms of today's interests.

Chain stores are alert to this demand for "news in the product." If products have been improved in quality they must show it at first glance. A certain chain of department stores was doing a fair to middling business

on towels. Some one in the chain got the idea that if a three-for-a-dollar towel could be built with a more attractive color border and then packed three in a bundle tied with a ribbon of the same color, it might increase sales. The idea was pushed in all stores of the chain with the result that the towel sales for last August went to \$35,000, whereas previous to the experiment \$7,000 a month was considered pretty good business on this article.

THESE are days of rapid changes in products. Comparatively few lines do not undergo periodic alterations—and it seems that these changes are becoming more and more frequent.

Consequently, the problem of determining where, and when and how to change the product or the line is one that is of constantly growing importance. For this reason, the six points to examine when considering product changes, discussed in this article, offer timely suggestions to manufacturers in almost every field of industry. Each one of the suggestions will help incorporate that most important quality—front page news—in your product.

Browse around any well-run department store or specialty shop. Ten minutes eaves-dropping in front of one counter or in one department will tell you more clearly what to make and what not to make than ten months in the factory.

Perfume isn't mere perfume any longer—it's jewelry. Old stuff now, but someone had to discover the truth that a bottle of perfume actually has to look well on a woman's dressing table and is not merely a receptacle that will ship so many bottles to the case. Drop

down to the basement and you'll see colorful arrays of things for humbler places in the home that are just as well designed and no less attractive than more expensive articles. After all, why shouldn't an ordinary tumbler or a cup and saucer have beauty as well as utility?

And if you are one of those iconoclasts who don't believe that looks have anything to do with the case, try eating your breakfast cereal tomorrow morning out of the aluminum pot it was cooked in and see how you like it!

When you're planning your new line or improving your old line, here are some things to think about that may give you a new slant on tackling the job:

1. How will my article look when it's in its home surroundings?

Cracker packages will serve as an illustration. I have often wondered why they are made as they are. Attractive in design and color, they suggest something pretty good to eat when you see them on sale at the grocer's or pictured in use in the advertising. But how do these same packages look in use in the home? Somewhere in the dim light of the kitchen pantry they lose their gay dress and appear at the lunch table clothed only in their gray balbriggan underwear. If any cracker manufacturer thinks that he can open a package of crackers and keep that pesky wrapper from popping off, let him try it just once when he is answering his wife's demand to hurry back to the bridge table with the ginger ale, crackers and cheese.

Maybe a dab of stickum here and a perforated line there would do the trick. I don't know. I hesitate to tell a manufacturer how to do it, as manufacturers have a habit of telling you that "just to add one dab of glue at that point on each package would cost us a hundred million dollars a year."

2. How will it look when it's pulled out on a counter or set in the store window alongside kindred articles?

Every manufacturer who is bringing out a new packaged product or revising the old gets sam-

ples of all the leading competitive brands and stands them up on the directors' table for comparison. If his new package is the only red one on the table, red wins the vote as being the most attractive of the bunch. Sometimes he goes further. He dresses a test window with pyramids of his new product and compares it with test windows of his competitors' products.

All of which is good as far as it goes, but how many complete window showings will the average manufacturer get, compared to the times his new product is tucked away in the corner of the window or relegated to some nook back of the counter? If it will stand out under unfavorable conditions, he won't have to worry much as to how it will show up in a carefully planned window display.

3. What new feature can I add that will make it more attractive on sight than competitive products? Color, shape, finish, material?

Unpackaged merchandise whose superior quality or features are not easily recognized by the consumer is in particular need of some little extra quirk to lift it above its competitors. Most textiles come under this classification—bed sheets, pillow cases and table linen, for example. All may be trade-marked and well advertised. What makes one a leader in its field and others trailers? If the article is one that is shopped for, the answer is often found in better styling and a little more careful attention to details of construction and appearance.

A manufacturer of very high quality percale sheeting was forced by the demands of his trade to add some color to the line. Should he go in for all-over colors or merely color borders? The public, not the trade, showed him what to do. He quickly found that his class of customer would take color only in homeopathic doses. His sheets with color borders far outsell his sheets having all-over colors, whereas in cheaper grades of sheeting the reverse is true. Which points this moral: Be sure you know your customers' wants before you introduce even a minor

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change in the product you sell.

4. Is the label as good as it should be?

Labels are important. I am told that the rapid growth of Cutex dates from the time when the entire line of packages was redesigned in the now well-known black and pink color scheme. Other products might follow that experience to advantage. There are still a number of proprietary articles that are depending on tradition to put them across in an age that accepts things as being up to date only when they look up to date.

"Fine words, but we'll lose all our old customers if we tamper with the package." The package isn't designed whose label cannot be changed through a slow transition. In fact I have before me a tobacco product whose label has safely gone through nine changes in about as many years, until the present package looks no more like the original than the present Mennen's Baby Talc can looks like the old cylindrical can of the 90's. Yet scarcely a person outside the manufacturer's office was aware that the changes were taking place.

5. Hadn't I better get away from technical experts in my line and see what an artist in some other line might suggest for improvement?

A manufacturer of flat silverware decided that his designs were getting in a rut. To create a fresh new note he commissioned James Earle Fraser, the sculptor who is best known for designing the buffalo nickel to use his own ideas in sketching up designs for a new pattern for knives, forks and spoons. The design accepted was not only an artistic success but the story surrounding its creation proved to be good "copy" for both the trade and the public in stimulating sales.

As good taste in design isn't confined to any one field, there is probably no good reason why an expert designer of one product shouldn't be able to add a refreshingly new note to a product of an entirely different kind. In fact it happens to be the case that many of the best selling wallpaper designs of today were not created by

wallpaper people, but by artists who had won a reputation in entirely different fields of design, three notable examples being Burchfield, Bruno Paul and Valley Wieselthier following her success in designing fabrics.

6. Am I following the traditions of my business too closely in my packages?

Many manufacturers have already thrown off traditions that were once considered tenets of the business that must never be broken. One of the newest to join this class of up-to-date pioneers is the Curtice Bros. Company manufacturer of Blue Label Ketchup. It has kicked the old narrow-neck bottle downstairs and replaced it with a wider neck bottle of graceful design which requires "no thumping, no shaking" to get the ketchup out of the bottle.

If your package is performing every useful service that it can and should, leave it alone—don't change it. But if some modification could make it deliver a greater service, change it to meet that service.

Don't Follow Competition Blindly

When re-styling your product or your line, follow trends, not competitors. Learn all you can of what your competitors are planning to do, but don't follow them blindly. Even a big competitor isn't above guessing wrong at times. Trends are always safer indexes to the public mind. To cite a crude example: Suppose that current events turn the public's attention toward Mexico. The trend may be started by a totally uncommercial stimulus such as the importation of a new Metropolitan tenor from across the Rio Grande or a sudden cropping out on the sport pages of an American adaptation of bull fighting. It doesn't matter much what the cause, if the influence becomes big enough to amount to a trend it takes no great stretch of the imagination to foretell an eventual renaissance of Spanish design in many things from evening wraps to cigarette lighters.

Once a trend gets into full swing, its influence can take curious twists and fancies. Who would

have thought years ago that an invisible ray discovered in a physicist's laboratory would some day tear the clothes from our backs? Yet the vogue for sun-tan was the direct result of a wide interest in experimenting with the violet rays of the sun, with the further result that modified sunburn suddenly became fashionable. As our mothers and sisters and sweethearts went "high yaller," everything that went to adorn them went through the same metamorphosis—face powders, cold creams, stockings, dresses, bathing suits—even jewelry.

Some manufacturers refused to

recognize "such arrant nonsense" as they called it—"we'll wait till our jobbers say there is a demand." A few others—the kind who would have encouraged leaving whip sockets off the first automobile—met the situation with a different attitude—"if the dear things want to dress in grass skirts we'll find a better grade of grass somewhere and give them what they want."

And there you are. Or, rather, there you aren't. For you never dare stand still if you are going to keep front page news in your product as you aim to do in your advertising.

A Grocery Chain Which Will Deliver Coal

THE name—all of it—is La Société des Etablissements Felix Potin. Working under that name is one of the oldest and most aggressive chain-store systems in the world. It operates twenty-two stores in Paris, thirty-five in the suburbs of Paris and in addition sells its merchandise to hundreds of independent *epiceries* (French for grocery stores) in all parts of France. These independents have the privilege of using the French equivalent of the formula, "Potin Products Sold Here."

According to Joseph M. Fly, himself a prominent American chain-store man, the society of the establishments of Felix Potin is one of the most unusual organizations in the world and combines under its mellifluous name functions which would make an American chain organization stutter with "it-can't-be-dones." Here are some of the things done by L. S. D. E. Felix Potin.

1. Manufacturing. The company maintains its own wine-bottling and champagne plants as well as making or controlling the manufacture of various other articles it sells.

2. Operating restaurants. Restaurants, and good ones, at that, are a part of many of the Potin establishments.

3. Jobbing. The organization sells widely to independent merchants, many of whom are in direct competition with it.

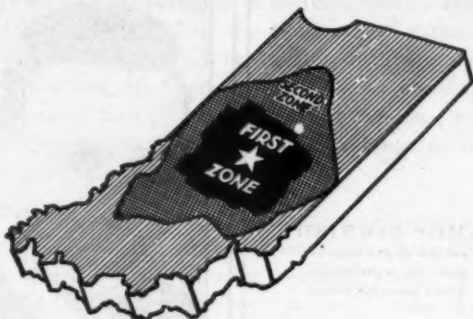
4. Farming out concessions. The vegetable, fish, meat and other perishable products in Potin stores are sold by men who rent concessions from Potin, which exercises little direct control over them. Potin confines its own activities largely to non-perishable, packaged merchandise. Incidentally, plenty of this carries American labels.

5. Credit and delivery. Only 65 per cent of the sales, according to Mr. Fly, are cash-and-carry. The rest are delivered. The company also has many charge customers.

6. Issuing a catalog. The organization issues a monthly catalog and does not spurn mail sales.

7. Carries many household implements. Besides groceries, meats and vegetables the stores also sell such things as rakes, hoes, sprinkling cans, etc. In fact, if the customer wishes, it will deliver a load of coal.

An unusual organization, that of Felix Potin, and to add the final touch it directs all these multifold activities from an office in Paris which has a great deal of the atmosphere of the better class advertising agency.



Isn't It Logical?

SINCE The News so emphatically covers The Indianapolis Radius, advertisers can well afford to buy larger space and more frequent insertions. This can be done without the expenditure of more money than ordinarily goes to cities of similar size. A nominal rate encourages it; one newspaper dominance assures results.

The News . . . ALONE . . . Does The Job!



The
INDIANAPOLIS NEWS
sells The Indianapolis Radius

DON BRIDGE, Advertising Director

New York

DAN A. CARROLL
110 East 42nd St.

Chicago:

J. E. LUTZ
Lake Michigan Bldg.

BUTLER UNIVERSITY'S new stadium is one of the finest in the country. It seats 35,000 people.

AMOS PARRISH

—head of the famous
fashion organization
which bears his name.



Here's a story of interest to all who make and sell **fashion** **merchandise:**

What's new? What's smart? What's in fashion? In men's wear, women's wear, furniture, household furnishings . . . and all the rest?

Amos Parrish, recognized fashion authority, answers these questions in a series of interesting, informative, up-to-the-minute fashion articles, entitled "What's in Fashion?" which appear every day in the New York Evening Journal.

EV

Rep

CHICAGO
Hearst
Building

Writing on fashions in merchandise of every description, based on the fashion-facts gathered and analyzed by his internationally famous organization, Mr. Parrish provides an authentic source of fashion information for the great host of New Yorkers who read the Evening Journal every day.

This timely, wide-awake feature and scores of others are some of the reasons why these New Yorkers like the Evening Journal . . . why it is their favorite evening newspaper . . . why they buy more copies of the Evening Journal every day than they do of the next two standard New York evening newspapers combined.

Here, truly, is an opportunity for manufacturers who have something "in fashion" to sell, to capitalize on the tremendous fashion-interest and buying-interest which "What's in Fashion?" has built and continues to build in the minds of over 600,000 families who daily read the New York Evening Journal.

NEW YORK EVENING JOURNAL

*One of the 28 HEARST NEWSPAPERS read
by more than twenty million people*

NEW YORK, 9 East 40th Street

Represented Nationally by the RODNEY E. BOONE ORGANIZATION

NEW YORK—International Magazine Building

CHICAGO:	DETROIT:	PHILADELPHIA:	ROCHESTER:	BOSTON:
Hearst Building	General Motors Building	Fidelity Philadelphia Trust Building	Temple Building	5 Winthrop Square

Member of International News Service and Universal Service

Member of Audit Bureau of Circulations

★ NATION'S BUSINESS ★

Mr. A. R. Currie, Vice Pres.,
 Ryan Fruit Co.,
 P. O. Box 3387,
 Seattle, Wash.

OCTOBER • 1929
 Banks and Bankers
 of Tomorrow
 By MERRYLE S. RUNYER
 &
 Bureaus
 and More Bureaus
 By SENATOR REED SHOOT

“ It keeps me in close touch with all business and helps me to familiarize myself with important business facts. ”

A. R. CURRIE

Vice-President, Ryan Fruit Co., Seattle, Wash.

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Healthy Dissatisfaction and Its Place in Advertising

Advertising Is the Business of Making People Dissatisfied, But Not with the Advertising They Read

By Floyd A. Allen

Assistant to the President, General Motors Corporation

FIRST, let me say that I am a firm believer in the necessity, the wisdom and, to a modified extent, the efficiency of present-day advertising. It is always well in business, however, to try to consider the question from the opposite angle of our own, the angle of the customer, the client, the patient, or the more or less dissatisfied outsider. From the latter viewpoint, I hold that there is no other line of business today in which there are such tremendous expenditures made with more complete abandon or with such an utter disregard for results as in this very field of display advertising.

The importance of the ordinary firm's advertising budget is based too much upon its size. Similarly, the advertising agent's rank seems to depend too much upon the size of the appropriations at his disposal rather than upon the economic soundness of his work. There are some indications, however, that this situation is being changed and that advertisers are beginning to realize that before a campaign is launched requiring a large expenditure, it might be good business to adopt certain methods of testing reactions by personal contact to determine whether these reactions are positive and constructive and what percentage of merit is contained in the proposed campaign.

General Motors recently adopted something along this line in preparation for a newspaper campaign. We sent men into one of the large cities and from that point they sent out 10,000 questionnaires by mail, asking four simple questions to discover, if possible, the favorite and most read newspaper and

where an automobile advertisement would be most apt to attract attention. In addition to the questionnaire, our men made 1,000 telephone calls, 1,000 personal interviews, secured 1,000 group reactions, talked with 500 chauffeurs, 500 garage men, 500 filling station attendants, 500 maids, butlers and janitors and 1,000 children. Not content, we sent a different force of men to the same city to make a duplicate study. The results checked surprisingly close and were satisfactory and advantageous from a cost standpoint.

Wear and Tear Are Too Slow

Coupled with research, advertising is in the business of making people healthily dissatisfied with what they now have in favor of something better. The old factors of wear and tear can no longer be depended upon to create a demand. They are too slow. And so science must develop a new idea or a new attraction in an old idea and advertising must sell the resulting product. It may be style, color, design, or mechanical improvement, but something must be done to make yesterday's buyer tomorrow's prospect.

We have attempted that feat in the automobile business and some people say that we have accomplished it even too well. Because of rapid style changes, some models fairly stagger with old age at the end of one year's time, regardless of the mechanical value still remaining in the article. But it is safe to say that the marketable age limit of any item in the field of industry is about seven years. At the end of that period, more or less, improvements will have to be made or the public will gradually discard the item in favor of something else. It is true that the

From an address delivered at the convention, at Cincinnati, of the National Industrial Advertisers Association.

luxuries of today are the necessities of tomorrow, but we have to know and see and feel and understand these luxuries before we want them.

There may be a tremendous potential improvement possible in the automobile which you drive or the Frigidaire in your pantry or the oil burner in your basement, but you will never have any real aching desire for these new things unless you know about them. That is the field of what we call sales promotion, closely identified with educational advertising. This kind of advertising must be sound in its nature, based on facts clearly expressed and with a strict adherence to conservative methods. Too many superlatives and too much braggadocio appear in altogether too many advertisements and the whole motor car business has presented one of the most flagrant cases of this kind.

Superlatives Will Be Curtailed

Without wishing to violate the ethics of this occasion, I am inclined to think that this extravagant wave of superlative advertising is going to be somewhat and somehow, in time, curtailed. My basis for this conclusion is that there is another and still newer merchandising method that is coming more and more into popular vogue, and, while I do not like to refer to the term which has been so badly misused, there has no other yet been coined to fill the need. I am alluding to the matter of service.

The purpose of advertising, generally speaking, is to secure new customers. Service is the means by which we hold those customers after they are once secured, based on the premise that the goods themselves have real inherent merit. No one, so far as I know, has been able to figure out the cost of obtaining a new customer in comparison to what it costs to retain one already on our books, nor the comparative cost of regaining a lost customer to that of holding him when we once have him. It is of little advantage to advertise good goods and sound policies in

glowing terms, then allow service methods to disprove our claims and nullify all of the good-will engendered by such advertisements.

It would be indeed interesting if we could measure the amount of absolutely negative or detrimental effects produced by advertising upon the minds of dissatisfied and half dissatisfied customers. Every advertisement of that kind, emphasizing a policy which the customer knows, by his own experience, is not carried out, is antagonistic and destructive in nature and invites a customer to give voice to his dissatisfaction and to prove to as many of his associates as possible the fallacy of the advertising.

It is rather difficult to see how this matter of service enters into the sale of some products where service seems to be such a negligible item. A friend of mine, president of a steel tube company, stressed this point of service very strongly in his periodic letters to customers and prospective customers. One customer wrote in to ask why they should try to sell on a basis of quality and service when practically all purchasers bought on the basis of specification and strict inspection. His answer was that his firm was working to certain definite ideals, that its system was predicated not alone upon living up to specifications, but offering something besides in the way of service. This firm kept a trained engineer, a practical tube man of years experience, on the road all the time, visiting customers to see that they were satisfied and to offer any suggestions for the use of their material. It was rewarded by the fact that 90 per cent of its total business for 1928 came from former customers.

Mail-order houses base their growth on the honesty and accuracy of their advertising, reasonably good material, and a very broad policy of satisfying dissatisfied customers. The chain store success is based largely upon prompt and accurate filling of orders and the utmost of courtesy shown to customers. Large department stores base their success upon an extreme of service,

records!

In lineage and in circulation the month just past was the biggest September in the history of the Chicago Evening American.

The period from January through September, 1929, was bigger than any similar period in Chicago Evening American history by 681,170 lines of display advertising—a gain exceeding the next greatest in the evening field by 287,113 lines. The display lineage carried by the Chicago Evening American in this period totalled 127,209 lines more than twice that carried in the first nine months of 1919.

CHICAGO EVENING AMERICAN

a good newspaper

National Representatives: RODNEY E. BOONE ORGANIZATION

One of the 28 Hearst Newspapers read by more than twenty million people. Member of International News Service, Universal Service and Audit Bureau of Circulations.

even carried to a point of diminishing returns, in the case of that very small percentage of grasping customers who refuse to be satisfied, but they recognize that such a vast majority of their customers are honest and reasonable in their requests as to more than offset the minority element.

Minneapolis Sales Managers Elect

Harold C. Keen, advertising manager of the Lavis Chemical Company, Minneapolis, was elected president of the Minneapolis Association of Sales Managers at its annual meeting held last week. Other officers elected are: Ned Gardner, vice-president; R. W. Ohman, secretary and H. S. Stanchfield, treasurer.

Colorado Association Appoints H. K. McCann

The Colorado Association, Denver, State-wide development organization, has placed its advertising account with the Denver office of The H. K. McCann Company. Wilbur F. Denious is president of the association and Dr. B. M. Rastall, formerly manager of Californians, Inc., is general manager.

"Modern Priscilla" Adds to Eastern Staff

Joseph A. Reid, Jr., formerly with the Macfadden Publications, New York, and Arthur A. Howe, formerly with Wallace C. Richardson, Inc., New York, have joined the Eastern office at New York of *Modern Priscilla*, Boston.

N. F. Storm with Seattle "Post-Intelligencer"

Norman F. Storm, formerly business manager of the *Seattle Town Crier* and vice-president of the Western Printing Company, of that city, has been appointed advertising director of the *Seattle Post-Intelligencer*.

Graham-Paige Motor Account to MacManus

The Graham-Paige Motors Corporation, Detroit, has appointed MacManus, Inc., advertising agency of that city, to direct its advertising account. This appointment becomes effective January 1.

H. M. Dodge with MacFarland Agency

Howard M. Dodge, formerly radio advertising manager of the *Chicago Herald and Examiner*, has joined Hays MacFarland & Company, Chicago advertising agency, as assistant to the president.

Kenyon and Eckhardt, Inc., Succeeds Lillibridge Agency

Ray D. Lillibridge has disposed of his interest in the advertising agency business of Ray D. Lillibridge, Inc., New York, to his partners, Otis A. Kenyon and Henry Eckhardt. The firm of Kenyon and Eckhardt, Inc., has been formed and the present Lillibridge organization will continue under this new name.

The officers of Kenyon and Eckhardt, Inc., are: Henry Eckhardt, president; Otis A. Kenyon, treasurer; Aldrich Taylor, vice-president, and Charles H. Vasoli, secretary.

Beckwith Special Agency Opens Los Angeles Office

The Beckwith Special Agency, Inc., publishers' representative, New York, has established an office at Los Angeles. George Grafft, formerly with the San Francisco office of that organization, will be manager. Pacific Coast activities, however, will continue to be under the direction of Thomas L. Emory, Pacific Coast manager of the Beckwith Special Agency, with headquarters at San Francisco.

W. J. Abel, Advertising Manager, Pabst Corporation

Walter J. Abel has been appointed advertising manager of the Pabst Corporation, Milwaukee, Pabst-ett and Pabst malt syrup, beverages and cheese products. He was formerly professor of journalism at Marquette University and directed evening classes in advertising in the college of business administration of that university.

Ajax Agency Changes Name to Pinsker-Lippmann

The Ajax Advertising Agency, Inc., New York, has changed its name to The Pinsker-Lippmann Company, Inc. There will be no change in personnel. Dewey Pinsker is president and secretary of the organization, Arthur L. Lippmann, vice-president, and G. T. Padrock, treasurer.

Columbia Pictures Appoints Rosenberg Agency

The Columbia Pictures Corporation, New York, has appointed the Arthur Rosenberg Company, Inc., New York advertising agency, to direct its advertising account. Magazines will be used in a campaign planned for 1930.

C. C. Dickey Joins Doremus

Carl C. Dickey, recently with *Smart Set*, New York, and formerly with the editorial staff of *World's Work*, has joined Doremus & Company, New York advertising agency. He was, at one time, with the *New York Times*.

▼ **SAY IT WITH**

▼ **PRINTING!**

▼ **W**HETHER your message
is intended for the buyer in the
office or the boss in the home,
we can put it into a folder or
booklet or broadside that will be
a real attention-getter.

▼ Placing your direct-mail piece
right smack into the hands of
your prospect;—that's shooting at
a target instead of in the air.

▼ **Charles Francis Press**

▼ **Printing Crafts Building**

▼ **461 Eighth Avenue, New York**

A NEW HOME for the OKLAHOMAN

To be Southwest largest ... and finest News



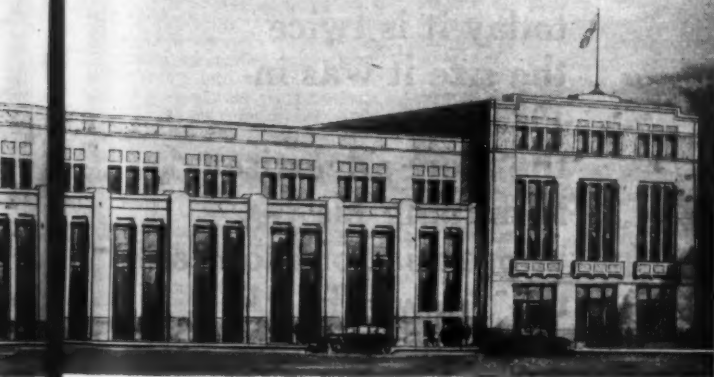
OKLAHOMA CITY, unique as capital and chief commercial and industrial center of one of the seven richest states in the Union, will soon have another institution that will surpass any existing thing of its kind south and west of Chicago. This is the new \$1,500,000 home of the Oklahoman and Times, which will incorporate the latest and most modern equipment The first installation of new presses will be 12 Goss units with a capacity of 80,000 forty-eight page papers an hour. The press room is built to house 36 such units, providing press capacity for a city of

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The DAILY OKLAHOMAN
THE OKLAHOMA PUBL
W-K-Y - The OKLAHOMER
E Katz Special Advertising Agency New York City

the OKLAHOMAN and TIMES

West largest ~ ~ ~ ~
 West Newspaper Plant



600,000. The press room also will accommodate magazine presses for the Oklahoma Farmer-Stockman and a four-color process press for rotogravure and Sunday feature sections The completed plant will house the studio of the Oklahoma Publishing Company's radio station WKY, all offices of the Oklahoma Farmer-Stockman, and all departments of the Oklahoman and Times It is expected that the first unit will be occupied by December 1, 1929, providing increased speed, efficiency and economic operation, resulting in improved service to readers and advertisers.

OKLAHOMA CITY TIMES
PUBLISHING CO.
 OKLAHOMA FARMER - STOCKMAN

San Francisco - Atlanta - Kansas City - Dallas

**Detroit has enjoyed
such marvelous
growth that
it is hard
to realize that
today it is twice
the size it was in
1920—
the alert advertiser
is shaping his
appropriations to reach
the “newer half”
—those who have moved
in since 1920
—and of course
he uses
their newspaper
The Detroit Times.**

“THE TREND IS TO THE TIMES”

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Personally, I'm Fed Up on It

Business Is Personalizing at Least One Consumer into a State of Nervous Collapse

By Philip Wagner

I HAVE a friend who uses the word "personally" almost every time he opens his mouth. He uses it whether he is speaking of the League of Nations or his youngest child's frozen ear. "Personally," he says, "I don't think the League of Nations is so hot." Or, "Personally, I think the kid's going to lose his ear."

Now, personally (disregarding Oscar's views on the League of Nations and his son's ear), the use of this word makes me squirm. It lashes me into a blind and unreasoning fury. At the very least, it makes me lose the thread of the conversation and forget what I was going to say next. The movement, which has been with us for the last few years, to personalize everything under the sun seems to be sweeping Oscar along like an autumn leaf before winter's first blast.

Oscar is one of the new order of business men, all of whom have a fervent belief in the Mission of Business (it is Service, in case the reader is a hermit and hasn't yet heard about it). And in the literature of the New Business, the word "personal" has a peculiarly sanctified place. I suppose that Oscar's devotion to this literature has given the word a chance to seep into his unconscious all unannounced. At any rate, he uses it far too much, to the deep concern of his unbusiness-like friends.

I think few realize how deeply this urge to personalize everything has sunk into the fabric of our civilization. Other people, in other lands, are willing to forget the personal element now and then. Not us, however. Whenever an industrial leader finds labor restive, for instance, he issues an edict, saying:

"We've got to get more of the personal touch into industry."

Or a national advertising campaign seems to be going flat. Consumer resistance seems less preg-

nable than usual. The public just won't get toothpick-conscious. What happens? The advertising agency sends its account executive, its idea man, its art director and its visualizer to confer with the toothpick executives. They all get together around a large table and purse their lips; they suck their gums; they make elaborate geometrical designs on pads of paper; they cross their legs first to the right and then to the left; they gas each other into a state of semi-consciousness with tobacco smoke; they gaze thoughtfully out of the window; they go out to lunch. Finally the idea man reaches a conclusion.

"We gotta get more attention value into those ads," he mutters, shaking his head.

"Yeah," says the visualizer. "we'll have to get more personality into them."

"You're right," agrees one of the toothpick executives. "The ads seem kind of impersonal, don't they?"

"Personal Attention" Toothpicks

And presently a series of revitalized toothpick ads begins to appear in the magazines. In the center of each is shown a photograph of some bearded veteran of the toothpick industry. Underneath each picture is a legend explaining that the tradition of craftsmanship, the guild spirit of the Middle Ages, lives today in the toothpick factories, where loving fingers fashion toothpicks from the reluctant birch and each pick receives a skilled worker's personal attention.

Or, if the craftsmanship gag doesn't make hash out of consumer resistance, they try the testimonial racket. Lovely Lady Lillian Twombly, smart leader of London's gayest and smartest set and darling of royalty, is persuaded out of the goodness of her heart

(yeah, the goodness of her heart) to admit that she, personally, prefers birch toothpicks. Or Mrs. Mortimer Van Gogh, of Newport, New York, Paris, and Budapest, informs a breathless public that a box of birch toothpicks always finds its place in her personal luggage.

What do they mean, personal?

The other day I got a piece of what they call direct-mail advertising. On the outside of the envelope, in large, red, bold letters, was the legend:

A PERSONAL MESSAGE FOR

In the center of the piece was the address, "Mr. Philip Wagner, so-and-so street," which had been personally printed on there by an addressing machine. Opening the envelope, I discovered a letter, personally addressed by the same machine and signed, "Personally yours," with a facsimile signature of the vice-president of a bond house. The signature was about as personal as the signature of Mr. Fletcher on a bottle of Castoria, or that of Mr. Gillette on a package of razor blades. It gave me the same feeling of intimacy with its owner.

The vice-president pointed out in his little note that he was personally interested in my financial future (a future, I need hardly say, that he has neither reason nor right to be personally interested in) and that he urged me to investigate personally their line of red-hot investment securities.

That kind of stuff gets my goat. If he had been personally interested in me he would have known me for the penniless dog I am. Did he think he was fooling me? Does he think I don't know what an addressing machine is? My God! That vice-president makes me awfully sick.

Yet the rage for personalizing everything seems to be almost universal in this land of ours. The other night Helen and I thought we'd go to a vaudeville show, just to see whether they still have trained dogs. We got out the paper and found the theater page. We learned that Reginald Blah was

going to be at the Bijou, "in Person."

Now I ask you, how else could he be there?

I read the advertisement of a chiropractor, not long ago, who offered his clients the immeasurable boon of his own "personal attention."

Well, what else does anyone go to a chiropractor for—if one goes to chiropractors?

Dancing instructors, too, have taken to giving their personal attention to every pupil, which is all right so long as they don't get too personal.

You've just got to be personal nowadays to get by. I am waiting for someone to write a popular song about it, the words of which might go something like this:

It pays to be personal now;
It brings in the shekels—and how!
If you want to sell drugs,
Or Baluchistan rugs,
Or revolvers to thugs,
Or a spray to kill bugs—
You've got to be personal now.

Gone is the day when the girl at the drygoods counter flatly refused to wait on you. Now she makes it only too clear that she is giving you her personal attention. Forgotten, those blessed times when the elevator boy got you to your floor and then let you out. These days he has to greet every passenger personally and inquire after the wife and kiddies. Beyond recall is the furniture salesman who was content to sell you a chair and let it go at that. Now he insinuates all sorts of thoughtful advice into your ear, and hands you a personal card with the name of his firm in the lower left-hand corner.

The idea is apparently that you will carry that card with you constantly, and then remember to call for Mr. Otis again when you can afford another chair. Even the garbage collector is told, personally, by the head garbage collector, that he (the subordinate garbage collector) is the personal representative of the garbage collecting bureau and in fact of the city administration, and that, personally, he (the head G. C.) wishes

...another chapter
in *The World's*
new history →

IN NEW YORK

The World has the largest circulation of all standard-sized morning newspapers.

81.9% of The Morning World's circulation is concentrated in New York City. Its city circulation of 287,117 represents a lead of 27,000 over the paper next in line.

The Morning World is a *New York* newspaper . . . it does not claim to cover other parts of the country.

÷ CIRCULATIONS ÷

STANDARD-SIZED

Morning Newspapers

	<i>City</i>	<i>Total</i>
The World . .	287,117	351,862
2nd Paper . .	260,869	437,367
3rd Paper . .	157,657	327,238
4th Paper . .	134,805	200,919

But it does cover the *buying* population of New York.

And that is all that matters to advertisers who want to sell America's greatest market.

The New York World

MORNING AND SUNDAY

Pulitzer Building, New York

TRIBUNE TOWER
Chicago

GENERAL MOTORS BLDG.
Detroit

to stress the point that it is the personal wish of the mayor that he (the subordinate G. C.) shall give every garbage receptacle on his route his (the subordinate G. C.'s) personal attention.

And so it goes. It's getting so

bad that one almost has to stuff cotton in one's ears and wear horse blinds on the eyes, to keep from being personalized into a state of nervous collapse by these people with personal axes to grind. Personally, I'm fed up on it.

What Groucho Says

The Fourth Vice-President and Important Account Executive of an Advertising Agency Becomes Nursemaid to a Client's Son

YOU ask where I've been and what I've been doing. I've been right here and have been playing nursemaid to Papa's little son. Who is Papa? Papa is my client, spends a quarter of a million. Son graduated from college a year ago. Went right in to run Papa's business. In three months the sales manager left. Then the factory manager went bug-house. Pop was in Europe all this time. Old man got back just in time to save the pieces. Told the boy he wanted him to learn all about advertising and wished him on to me.

Oh, yes, we now and then run a nursery for relatives of our clients.

I had to fall for this lad. Energetic cuss. Had a three months' course in executive management in college. Knows all about it. Said: "Groucho, old top, if the old man had stayed away a year I'd had a real up-to-date business for him when he got back. But the old mossback made a stink and here I am. Put me through the hoops, Groucho. Probably I won't be much good at first. Probably take me a month or two to qualify as an account executive."

I encouraged the lad. Told him it wouldn't take that long. Said I hoped to give him some important responsibilities within a few weeks.

Papa said: "Treat him rough, Groucho. Don't show him any favors." Twice a week regularly he has written a note asking time off for the kid. "Needs exercise." "Exercise" means golf and tea dances. Told Pop we'd give him a lot of *Exercise*. So we sent him on errands. Art director asked him to stop at an art store and buy him a box of vanishing points. Kid

fell for it. He's all right on errands. Takes a taxi on Pop's money instead of a trolley car on ours.

Came in yesterday and asked if I didn't think he was ready for greater responsibilities. "Yes, indeed," I said, "going to make you a full account executive and raise your salary."

I know what I'm about. We've got two accounts we want to lose. Haven't the heart to fire 'em. No good, but they are old timers. Going to make this lad responsible for 'em. If he loses 'em, Papa will see the kid is to blame, because he has already bragged to the old man that he will have "full responsibility." Then Pop will get some other business friend to take up the boy's business education where we leave off.

Is that the way it is done? That's just about the only way to do it with that kind of kid. What'll happen to him? Oh, he'll wake up in a couple of years.

But, say, I'm going to have a real job next year. Boss has confided to me that his son is coming into the business and I'm to be his nurse. Boss's son takes life very seriously. Alas, he will be diligent.

Boss didn't use just these words, but this is what it amounted to: "Groucho, I'm showing great confidence in you by trusting you to train the man who will be your boss later on."

Oh, he's not a bad kid, but what am I, anyway? *Fourth vice-president and important account executive!* Nice title for a general handy man, dry nurse, and kindergarten instructor, isn't it?

GROUCHO.

GO around to the desks of the men of finance in Detroit and you'll find this morning's stock quotations from The Free Press under the glass top.



LISTEN to sermons preached in pulpits on Sundays and you'll hear citations from this newspaper.



"I SAW it in the morning paper" is a commonplace in homes, in business, or on the street. The Free Press has even been used in courts of

law to settle mooted matters of events and dates.



THE point of it all is that The Free Press is *believed* in Detroit. This is a sequence or an heritage of doing an exceptionally good job as a newspaper for nearly a century. Yet there is no extra premium charged the advertiser for this seasoning of time.

The Detroit Free Press

VERREE &
National



CONKLIN, INC.
Representatives

New York

Chicago

Detroit

San Francisco

TEN YEAR Circulation Record DES MOINES REGISTER AND TRIBUNE

1 1 1 1

Net Paid Average for 6 months ending Sept. 30th

DAILY

1929	231,301
1928	226,318
1927	224,092
1926	180,260
1925	160,262
1924	143,214
1923	136,846
1922	126,048
1921	114,131
1920	109,523

SUNDAY

1929	183,049
1928	168,671
1927	159,050
1926	150,233
1925	134,887
1924	130,908
1923	123,146
1922	122,063
1921	102,559
1920	82,046



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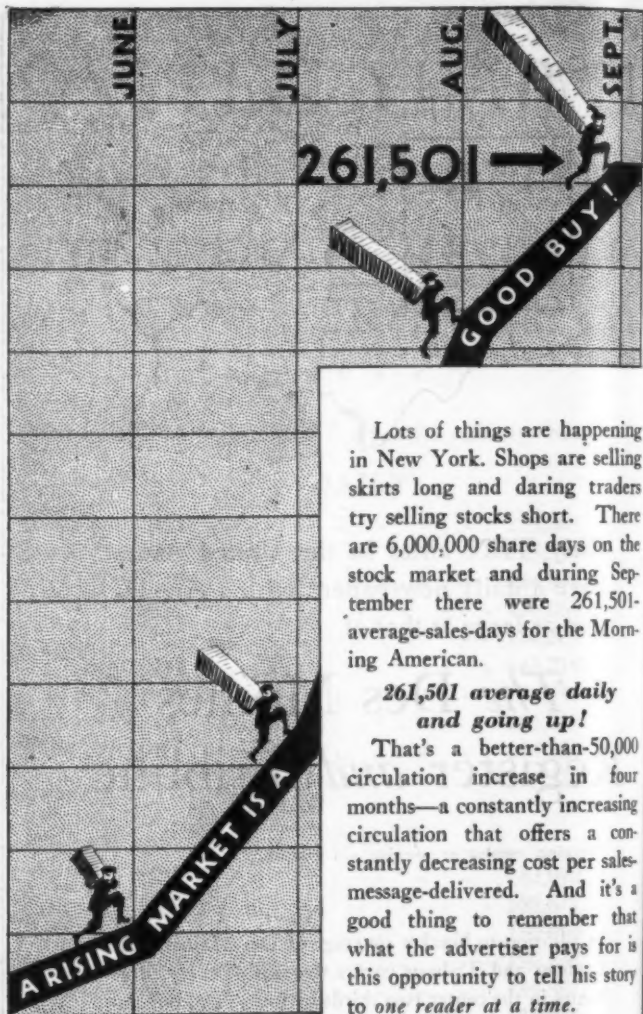
Only TEN cities in the United States
have a daily newspaper* with a circula-
tion as large as that of

The Des Moines Register and Tribune

*Morning, evening or morning and evening.

In addition to blanket coverage of Des Moines, The Register and Tribune covers two out of every three homes in the center two thirds of Iowa . . . population of this trade area 1,250,000.

Doorstep delivery by carrier in 851 Iowa towns.
Rural readers served by 1770 R. F. D. carriers and
extensive motor delivery service.



National Advertising
Representative
PAUL BLOCK, Inc.

It's costing less every day in the American
—for a rising market is a good buy.

**NEW YORK
AMERICAN**

"A better newspaper"

Lots of things are happening in New York. Shops are selling skirts long and daring traders try selling stocks short. There are 6,000,000 share days on the stock market and during September there were 261,501 average-sales-days for the Morning American.

**261,501 average daily
and going up!**

That's a better-than-50,000 circulation increase in four months—a constantly increasing circulation that offers a constantly decreasing cost per sales-message-delivered. And it's a good thing to remember that what the advertiser pays for is this opportunity to tell his story to one reader at a time.

Funda

ONCE
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The First Ten Copy Bromides

Fundamental Treatment for the Benefit of Those Who Do Not Pose as Experienced Ad-Crafters

By Aesop Glim

ONCE upon a time in a kingdom far away, a Fairy Prince jumped upon a snow white charger and rode away to slay dragons. Today, in New York, 10,000 taxicabs are crowding the streets and killing people because of our insane desire for speed.

Study those two sentences carefully. The first is typical of folklore and fairy tales—one of our oldest forms of introducing a story full of wonder to a people full of wonder. Born of generations of simple people, hungry for news and interest, handed down from age to age and finally uniformly crystallized into this form we know so well. The second is a modern parallel—built to the same pattern.

What have these two sentences in common? Wherein are they of one pattern? Before you strain yourself, Aesop Glim will let you in on the secret. They have the same sequence of elements, the elements of when—where—who—what—why!

They belong in our discussion of copy because they provide us with the best possible pattern for the construction of the opening paragraph of an advertising announcement in which—as we always so fondly hope—every element is news for a hungry world is waiting. If you are so cynical as to believe that the world is not waiting for your announcement, doesn't want to read it, in fact, the use of this sequence forms the pattern for feeding them, along the lines of least resistance, the message you want them to get. So, no matter from which end you start your mental processes, here is a good starting point for your copy.

Feed out your message in the sequence of when—where—who—what—why; and the mind which may or may not be trying to take in your message will assimilate your joyous news with the minimum of conscious effort. This se-

quence holds when everything you have to say (in your first paragraph) is equally news and unknown to your reader. There are good and valuable exceptions, namely, when one element has greater news value than the rest.

If, for example, your "who" happens to be Herbert Hoover, whose name seems to appear in the newspapers at frequent intervals, put "who" first; then give the balance of your news in the original sequence—when—where—what—why. Or if the combination of "who" and "what" makes unusual news, such as the long-awaited "man bites dog," your sequence would become—who—what—when—where—why.

* * *

So I walks up to de guy and I socks him on de button—and he falls down and he lays dere.

Down where life is real and earnest and rarely monotonous, the bimbos make steady use of the vivid present tense. Call it the historical present, the living present, the dear old present or anything else you will—but use it! No other tense sells goods so effectively. There's very little copy that can't be written in the P. T.

And of all the tenses to avoid, shun the simple future tense. Don't ever tell your prospects that your product or service can, will, might, could, would or should do thus and so for him. Tell him it *does* do it—it is doing it at this very moment for others.

You've been told often enough to get "you, the reader" into the copy you write. That's probably the one first principle of copy writing that Aesop Glim considers to need no further emphasis. But, as a means of getting "you, the reader" all the way into the copy you write, get him in the present tense. Make him feel that what your product can, will, might, could, would, or should do for him, if he'll only buy

it, is already happening to him as he reads.

Along with the use of the present rather than any other tense, aim to use the singular rather than the plural, the positive rather than the negative construction, and the concrete example rather than the abstract generality or idea.

* * *

In studying the gentle art of copy writing, you may already have run across a postulate to this effect: Your average reader is fourteen years old and he doesn't want to read your advertisement. If that is a new concept to you, take it as gospel from old Aesop Glim. You're not apt to go wrong by keeping it constantly before you. As a matter of fact, I have it set up on two framed mottoes, matching "God Bless Our Home" and "Keep Smiling" and reading: "They Don't Want to Read It" and "They're Fourteen Years Old." If this advertising business doesn't get too full of men like the Experienced Ad-Crafter, I'm going to have some duplicates of my pet mottoes made up to sell at 99 cents each, decorated with the usual love birds, sunsets and clasped hands.

The Experienced Ad-Crafter (that sophisticate) cites as an example which destroys my rule, the audience of the Rolls-Royce and of Tiffany; those good old standbys representing the quintessence of quintessences. In reply to which I point to a passing Rolls-Royce carrying a lady of invisible support and accompanied by a knight of our modern vintners, both bedecked with jewels, both high in financial net worth and low in education. Or I ask him to read Walter de la Mare, a man who does not fear to use simple words.

I beg you not to fear to use simple words—and simple sentence construction. Avoid the use of dependent clauses, of the subjunctive mood and of over-long sentences. Write accurately at the lowest vocabulary level at which you have an appreciable number of prospects. Use the vocabulary of the least erudite of your prospects. If done correctly, it's an art in itself—and your more learned prospects

will not fail to be equally attracted and convinced by what you have written.

Let's be specific and assume that we are planning an advertising campaign for rubber boots. By careful study of our whole audience of prospects for rubber boots, we can set up at least five distinct vocabulary levels, at which we have either prospects or influence factors (people who will help us sell our rubber boots).

First, the miner. He lives in boots throughout most of his working hours. They are part of his working equipment. He must be made to prefer our boots. He is most often an immigrant and just learning to speak English. Second, the mine shopkeeper. He sells boots to the miner. We want him to push our boots. He may be an immigrant who has been here several years. His vocabulary is larger because of his contact with the traveling salesman from whom he buys his stock. The traveling salesman himself represents our third vocabulary level—his vocabulary being enriched by high school education and contact with the executives of his firm. These executives constitute our fourth vocabulary level. They may have gone to college and had their vocabularies enriched by the college professors, who represent our fifth and top vocabulary level. The salesman, the executives and the professors are all users of rubber boots for fishing and hunting.

Now let's assume that our appropriation is limited—as it most always is. We haven't the money for five separate campaigns. I maintain that an advertisement which would make the immigrant miner go to the store and look for boots bearing our trade-mark would have enough basic power to influence his four brothers with their varying degrees of superior education. Whatever elements you could use to sway the miner would impress his educational superiors as distinctly practical and essentially virile attributes of rubber boots.

One of the simplest devices you can use to keep your copy simple in sentence structure is to avoid the

Weekdays—428,005

Sundays —706,927

Net paid sales of The New York Times, average for the six months ended Sept. 30, 1929, as reported to the Postoffice Department.

**COMPARISONS WITH
CORRESPONDING PERIOD LAST YEAR**

	<i>Weekday</i>	<i>Sunday</i>
1929	428,005	706,927
1928	418,687	697,337
	<hr/>	<hr/>
GAIN	9,318	9,590

The high quality of The New York Times circulation is more significant than the volume. It is strictly a newspaper, offering complete, accurate, non-partisan news—the most comprehensive newspaper in the world.

The New York Times

Net paid sale Sunday, September 29, 720,013

Average weekdays for six days preceding 441,440

use of the following words: He—him—she—her—it—they—them—this—that—those—good—better—best—very—perfect. Take some piece of copy you have recently written and liked. Go through it; cut out the above words. See what has happened!

In other words (if you remember your terms of grammar), try not to use pronouns and demonstrative articles. And never use good, better, best, very or perfect. You can't define any of the five. At any rate, not without digging up a synonym ten times as effective.

The mark of a copy writer is the speed with which he can identify himself with a given product and its audience. As you write, if you are an agency man, forget your copy chief and your client. If you are an advertising manager, forget your president, your sales manager and at least try to forget your production manager.

Lose yourself in your product and your audience. On one side of the desk, you and the product; on the other side, your audience. Visualize your audience and their desires and needs, then tell them how the product fits their requirements. If you write accurately in that frame of mind, you are pretty apt to produce copy which even a dumb superior or client will approve. Remember that many an ignorant minister preaches an eloquent and moving sermon, simply because he's full of his subject. Get saturated with your subject and the copy will all but write itself. There's no such thing as inspiration in this business.

* * *

If I were forced to give the maximum precept for able writing, in the minimum of words, I would say: Use *active* verbs and *pictorial* nouns; avoid all possible adjectives, pronouns and demonstrative articles; never use good, better, best, very or perfect.

But Heaven forbid that Aesop Glim should ever be limited in his verbiage!

Fred C. Fischer has joined D'Evelyn & Wadsworth, San Francisco advertising agency, as production manager and space buyer.

New Accounts for Milwaukee Agency

The Teweles Seed Company, the Arthur J. Straus Company, investment securities, and the Milwaukee Laundry Owners' Club, all of Milwaukee, have appointed Neisser-Meyerhoff, Inc., advertising agency of that city, to direct their advertising accounts. The Straus campaign will be limited to Central and Northwestern States.

A. A. Ruppert with Boyce Publishing Company

Arthur A. Ruppert, formerly director of sales of the U. S. Service Advertising, New York, and, at one time, with *True Story Magazine*, has joined the Eastern staff of the W. D. Boyce Company, Chicago, publisher of *Blade and Ledger* and *Movie Romances*.

T. P. Seymour Joins Boyle Agency

Theodore P. Seymour, for the last ten years assistant to the general manager of the American Newspaper Publishers Association, New York, has been appointed treasurer and manager of branch representatives of John D. Boyle, Inc., New York advertising agency.

Cramer & Company Appoint Littlehale, Burnham, Fulton

R. W. Cramer & Company, Inc., New York, marketer of Sauter time switches, has appointed Littlehale, Burnham, Fulton, Inc., New York advertising agency, to direct its advertising account.

R. M. Graham with Milwaukee Agency

Richard M. Graham, for the last four years with the Chicago office of the Curtis Publishing Company, has joined Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee advertising agency, in a contact capacity.

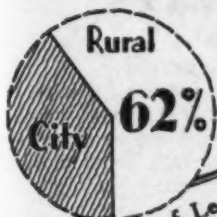
To Direct Marquette Cement Sales

Charles Peyton, for seven years a division sales manager for the Marquette Cement Manufacturing Company, Chicago, has been appointed general sales manager. He succeeds Paul R. Price, resigned.

Organize Carlson, Davis & Company

C. M. Carlson, formerly with the *Chicago Tribune*, and C. H. Davis, have established an advertising business at Chicago. The organization will be known as Carlson, Davis & Company.

The Rural Market



Towns of Less than 500 — 44,246,982
 Cities of 100,000 and over 27,429,326

THE population of the rural districts outside of the small towns represents 62% of the combined farm and city markets.

The rural market is the farm woman.

She is the important objective in every advertising campaign seeking national distribution.

900,000 farm women read **THE FARMER'S WIFE.**

THE FARMER'S WIFE is the only magazine in America published exclusively for farm women.

THE FARMER'S WIFE

The Magazine for Farm Women

Webb Publishing Company, Publishers
 St. Paul, Minn.

Western Advertising
 Office
 1806 Bell Building
 Chicago, Ill.

Eastern Representatives
 Wallace C. Richardson, Inc.
 250 Park Avenue
 New York City

Member Audit Bureau of Circulations


WORK and PLAY in Baltimore

THIRTY-SEVEN new industries, with total plant value of \$26,826,000, have come to Baltimore in the past year. More plants are coming. Baltimore, always a great industrial and shipping center, is steadily growing.

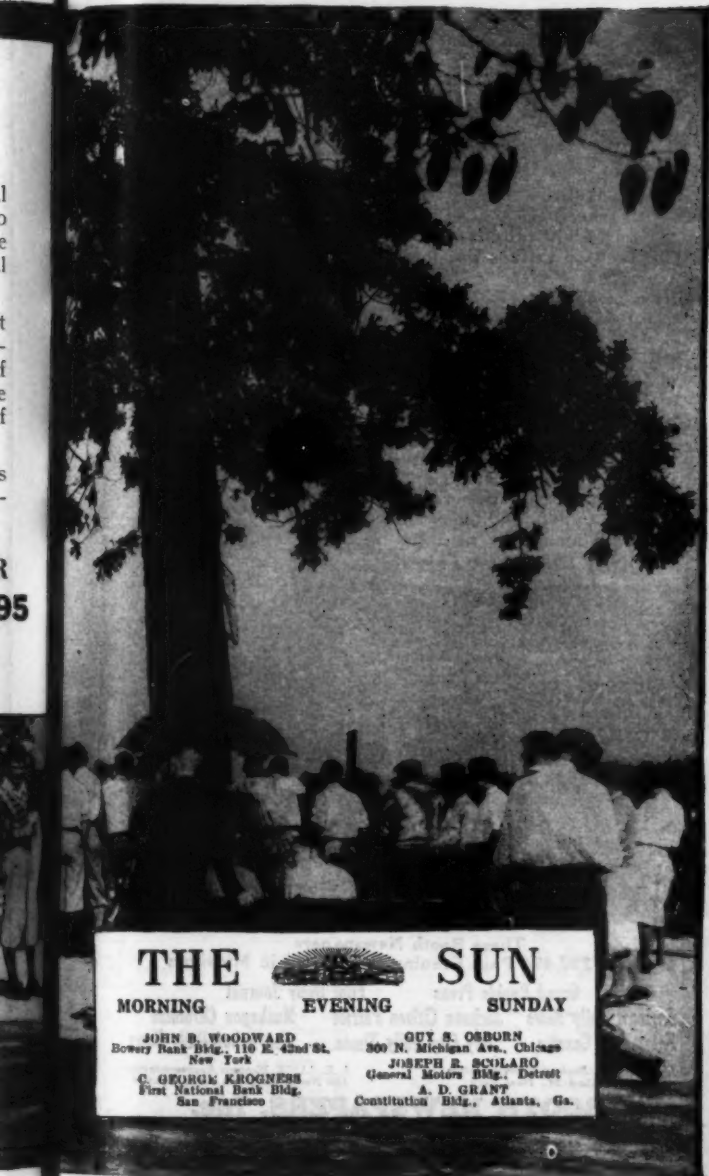
The reason is simple. Baltimore is a pleasant place to live in. And largely because of the opportunities it offers for play. There are 21 golf courses at hand. For every golf course there are hundreds of other play facilities. All of which makes Baltimore a great home city.

And into the homes of Baltimore and suburbs go The Sunpapers in steadily increasing numbers, as the latest figures show.

THE SUNPAPERS in SEPTEMBER
Daily (M & E) 293,395
7,773 Gain Over
September, 1928



Teasing off at Clifton Park
Public Golf Course, Baltimore


THE

SUN
MORNING
EVENING
SUNDAY
JOHN B. WOODWARD
 Bowery Bank Bldg., 110 E. 42nd St.
 New York

C. GEORGE KROGERS
 First National Bank Bldg.
 San Francisco

GUY S. OSBORN
 300 N. Michigan Ave., Chicago

JOSEPH R. SCOLARO
 General Motors Bldg., Detroit

A. D. GRANT
 Constitution Bldg., Atlanta, Ga.

99% Coverage in Jackson

In
Jackson
there are
16,500 families and
The Jackson Citizen Patriot
NET PAID
City Circulation 16,898
Total 28,659

Jackson is one of the rapidly
growing, solidly founded cities
of the Booth Newspaper Area.

There are seven other im-
portant centers in this market
surrounded by 120 cities and
towns of 1,000 or more popu-
lation.

All Booth Newspapers are
evening papers and cover their
respective markets as thor-
oughly as The Citizen Patriot

These Booth Newspapers
Offer 280,494 Paid Evening Circulation in Michigan

Grand Rapids Press	Flint Daily Journal
Saginaw Daily News	Jackson Citizen Patriot
Kalamazoo Gazette	Bay City Daily Times
	Muskegon Chronicle
	Ann Arbor Daily News

L. A. KLEIN, Eastern Representative
80 East 42nd St., New York

J. E. LUTZ, Western Representative
180 North Michigan Ave., Chicago

BOOTH NEWSPAPERS, Inc.

Central Office: 3300 Buhl Bldg., Detroit, or any newspaper listed.

We Don't Use Tricky Collection Letters

Frank, Sincere Business Letters Are More Effective, This Silk Manufacturer Believes

By E. T. Dugan

Credit Department, H. R. Mallinson & Company, Inc.

BUSINESS correspondence, when first such letters began to be written, was largely handled by the legal fraternity, and naturally the business letters written a generation or two ago inherited much legal phraseology. Later, during the period when we heard much of "pep" and "efficiency," tricky, stunt and humorous letters were considered quite smart and, being new, frequently proved effective.

In the natural course of evolution, however, it became recognized by correspondents generally that business letters were most likely to produce the desired result when written in clear, concise, understandable language; that dignified characterful letters add prestige to the houses writing such letters, and tricky or stunt letters have an opposite effect.

Below are given a few samples of "tricky" collection letters, so that you will know what is meant by the term.

You will notice when you open this letter there is attached to it . . . a pin.

This pin is like any ordinary pin, yet it is different, because the particular job assigned to it is most important. Why? Because we ask that you use it to attach to this letter, your check covering your overdue account, and then return the letter to us.

Please make effective use of the pin, today. . . .

Upon looking over our collection files regarding your overdue account, we note you have made the following promises to us:

June 5: Will remit with first money that comes in from our tenth of the month collections.

June 15: Money slow in coming in, will remit in a few days.

June 25: Check will be mailed end of this week.

Nothing concrete has resulted from these promises.

Please do not make any further

promises, but start your next letter with the sweetest words in the English language, "Enclosed please find check," and send this next letter today.

Lettergram
To—Blank Furniture Company
Florida

Subject:—Check covering your overdue account not received. Please answer at once advising when we may expect it.

Signed—JOHN DOE COMPANY
BY FAST MAIL
PLEASE GIVE
IMMEDIATE
ATTENTION

While I am quite willing to concede that in some cases this type of letter might prove effective, I hold that, generally speaking, the effect on the recipient would, if not antagonize, at least create a disdainful reaction and would not produce the desired result.

In credit work today, contact between credit departments of supply houses selling the same class of trade must of necessity be very close. We know from such contact that "tricky" collection letters are not only not used by any of the houses in our trade (silk, woolen and cotton goods manufacturers and allied houses), but also that they are unanimously frowned upon. These houses incidentally handle the distribution of products reaching a total of hundreds of millions each year.

My firm has decided to avoid such letters in its collection work.

In the early stages of our collection work, we first send a statement listing the bills that have matured.

We next use a series of three form letters. Following are samples of the letters in current use in our credit department:

Your attention is directed to the bills enumerated below which have now matured on your account.

Please give them the necessary attention. . . .

Your attention has been called in a previous letter to the items listed below, which are overdue on your account.

Your check in settlement of them shall be appreciated.

Your check in settlement of the overdue items enumerated below has not as yet been received, although a remittance was previously requested of you.

If there is any reason for your not sending us a prompt remittance, please notify us at once, otherwise a check in settlement shall now be expected.

These forms are deliberately made to look like form letters and merely the result of office routine, in order to avoid causing offense. Up to this point, we depend more on the frequent and regular receipt of these reminders of a past due account than on the composition of the letters.

Where the credit position of the account is causing us some concern, we naturally do not send a full set of follow-up letters, but send only some, or none at all. Locally, we usually send only the statement and one or two forms and after that use the telephone or collect the account by personal solicitation.

If the series of simple reminders first sent does not bring the desired result, then we go after the delinquent account in earnest.

In our collection letter writing, we keep in mind a few points which we consider essential to good collection practice. Care is always taken to see that the mechanical set-up of the letter is correct and businesslike, and also that trite, hackneyed and obsolete phrases are avoided. While we believe strongly in the "you" attitude, we feel that discretion must be used in order to avoid an appearance of insincerity. We feel that the letters should partake of the character, first of the sending firm and then of the individual; that the letters should essentially have individuality.

As to what emotion we prefer to appeal, we feel that the safest and best appeal is to the customer's sense of fair play. Stressing the adverse effect on one's credit standing, need of funds to meet maturing obligations and others,

are not considered by us to be good form, and therefore are not used.

Much stress is placed on the visualizing of the person to whom the letter is intended and the letter is so worded as to appeal to that particular individual. Where the individual is known to us personally, the task of writing the proper letter is comparatively simple. Where not known, his type is established and he is visualized and addressed accordingly. Collection men quickly learn through experience the art of proper visualization. Experience has taught us that the kind of letter that should be written to one of our delinquent dressmaking accounts would not do for a slow-paying department store account and that still another kind of letter is necessary for a past due women's wear manufacturer.

Some years ago an old-timer at this kind of work remarked that in writing his letters he aimed to make every letter so effective that it would be the last one written on the subject. This is a thought we always keep in mind in our collection work and have found that it avoids much needless correspondence and consequent delay. Besides helping to train one to word letters effectively, the "last letter" idea is helpful in another way. I refer to the necessity of including all pertinent facts. Where some doubt might exist in the debtor's mind as to whether or not the item is owing, care is taken to include every scrap of data necessary to permit proper consideration and action. This is particularly true in the collection of balances, interest and excess discount items, erroneous deductions from previous remittances and the like. Debtors are frequently quick to seize any excuse to defer payment, so we try to eliminate excuse, by including in our letters all essential facts.

We frequently use telegrams where no response is received to letters, and so word them as to avoid a suit for damages. Messages sent by telegram are read by others besides the person to whom they are sent, and unless carefully worded could cause injury to a man's credit standing. Quite frequently we say:

Pardon Me If I Seem to Yawn, St. Elmo!....

THE fact is that bouquets don't mean much to us out here any more. We're so *used* to them! Of course when the St. Louis Chamber of Commerce comes out—as it recently *did*—with official figures which show that Los Angeles is *now* the fourth largest city in these United States, we *do* get a flutter out of it. ▲ ▲ True, we're *proud* of this distinction but the way this town is going ahead, *our* goal is not *fourth* place; we are not intending to be satisfied until we eclipse even *New York!* Ambitious? Right you are. But the whole nation *applauds* this spirit—and *someday* you'll see this dream come true. ▲ ▲ In the interim, 1,500,000 people out here present a *live* market that should be duly considered by *every* advertiser. A *billion-dollar* purchasing power. An outstandingly successful newspaper which has—and *deserves*—the *greatest morning circulation West of the Missouri!* ▲ ▲ Addenda: A recent ad quoted our daily circulation at 220,000. Should have been "more than 200,000." Our Sunday exceeds 440,000!

LOS ANGELES EXAMINER

PUT YOUR MESSAGE BEFORE THE MODERNS

Check not received when did you mail it answer.

When it becomes necessary to threaten legal action, we do not use the phrase "turn the account over to our attorneys," but rather stress the "avoidance of unpleasant action." We prefer to leave it to the debtor's imagination as to what form the action will take, believing that the known is less feared than the unknown.

Another point given consideration is the element of time between letters. We are careful to see that they are not written at intervals so close as to cause offense or yet so far apart as to allow the matter to grow "cold."

Below are some letters taken at random from our current files, not because they are glowing examples of correct collection letter writing, but simply to illustrate some of the points I have brought out.

The writer recalls that when we first opened the account of the Blank Shoe Manufacturnig Co., some very pleasant correspondence was had with you. We are, therefore, taking the liberty of addressing this letter to you personally.

The attention of your office has been repeatedly directed to the fact that there are still open on our account against your firm some very small invoices, totalling about \$100, which bills matured on June 10th, now nearly two months ago. The last word we have received regarding these items was a promise contained in a letter dated July 18th, to clean them up next month. We assume that by next month, August 10th was meant, since that probably is when your 10th of the month maturities start to come in. We desire that payment of your account be not delayed beyond that time.

In dating our records ahead until August 12th, we are relying upon you, personally, to see that a check in full payment reaches us prior to that time.

We know that now that your attention has been directed to the matter that we may confidently expect to receive a remittance within the time mentioned.

Your letter of July 30th, relative to your overdue account with us is appreciated.

We are sorry to note that conditions in your section of the country are at present most unfavorable and that you are, therefore, having difficulty in liquidating your account with us.

Our first reaction is, of course, to want to help you in every way we consistently can, but the bills

are now approaching nearly two months past due and we are naturally anxious to have them paid. You ask in your letter for another month's time, when you promise payment in full.

May we suggest, instead, that rather than your waiting to accumulate sufficient funds to liquidate the bill in full that you send us weekly remittances for say \$125 at a time until the entire amount shall have been paid? Thus, your account will be balanced in another month and the plan will, we are sure, make the manner of payment easier for you.

We accordingly will look forward to receiving promptly a first on account payment from you for the amount mentioned.

In closing, permit us to express the hope that conditions in your section will rapidly improve and that the reorganization plans you have in mind will aid you in putting your business on a more comfortable financial basis.

It sometimes happens that new accounts are opened by us where the assembled credit data show that the company is slow in payments, but nevertheless is financially sound. We have found a letter along the lines of the one quoted below to be unusually effective in such cases.

Please accept our thanks for your order just placed with us.

As your account is a new one with us, we have drawn some reports on your firm from the usual commercial agency sources and learn that you are in the habit of paying your trade bills in a somewhat tardy manner.

It is our desire to forward this merchandise you have ordered to you at once, but before doing so we would like to have your assurance that our invoices at maturity will be paid for in a strictly prompt manner.

In order to save time, may we suggest that you wire us at our expense, giving us an assurance of prompt payment, immediately upon receipt of which wire, we will forward this merchandise to you.

This type of letter is sent before the order is shipped and it is really surprising how often, where a reply is received promising prompt payments, that such promises are kept. If they are not, the promise is a powerful argument to use in subsequent correspondence.

It has not been the purpose of this article to make any attempt to give a detailed study of the proper make-up of collection letters, it be-



ONE OF THE 506 EXCLUSIVE ACCOUNTS

"Duco" is another of the 506* Nationally Advertised Products that used The Examiner exclusively in San Francisco during 1928.

Women readers of The Examiner—purchasing agents for homes by the scores of thousands—are influenced daily through articles on home-making written by "Prudence Penny." Naturally the advertising of any merchandise that promises added beauty and comfort—for themselves or their homes—reaps full benefit of this influence and active reader-interest.

*The 506 does not include 102 exclusive Financial and Automotive accounts that bring the total to 608.

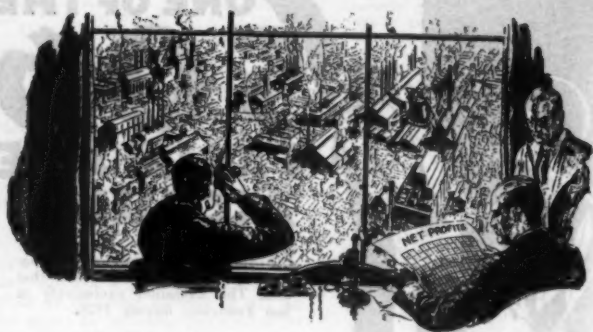


San Francisco Examiner

Member of the Hearst Group

One of the 23 Hearst Newspapers read by more than 30 Million People. Member International News Service and Universal Service. Member of Associated Press. Member of Audit Bureau of Circulations.

W. W. CHEW	A. R. BARTLETT	J. D. GALBRAITH	F. W. MACMILLAN
285 Madison Ave.	3-129 General Motors Bldg.	612 Hearst Bldg.	625 Hearst Bldg.
NEW YORK CITY	DETROIT	CHICAGO	SAN FRANCISCO



Now you can view all promising plant sites from one point

MANUFACTURERS seeking new locations need a clearing house for data. They want preliminary and unprejudiced information regarding vacant plants and unimproved industrial property. They want to get it without obligating themselves or exposing themselves to go-getter salesmen.

Such a service is made available with the establishing of the Industrial Site Service Bureau—a cost-free, confidential service of nation-wide scope.

The Bureau is equipped to supply pertinent plant location information on the various localities and sections of the country. This information means more than names of places, size and population. It includes available raw materials and market facilities, transportation facilities, and industrial location. A

series of advertisements addressed regularly to industry through McGraw-Hill publications.

Advertising agents and their clients are also invited to use the services of this bureau.

already their preliminary expansion, branch operations and relocation.

Can you use this service? Maybe your profit margin can be broadened by the natural and economic advantages of other localities, by closer proximity to new markets. Maybe not. But such possibilities should not be overlooked.

Direct your correspondence to the Industrial Site Service Bureau, McGraw-Hill Publishing Company, Tenth Avenue at 36th Street, New York.

INDUSTRIAL SITE SERVICE BUREAU

Mc Graw · Hill · Publications

PEBECO

advertised in St. Louis
exclusively in
THE ST. LOUIS STAR
and the other large
evening newspaper

TOOTH PASTE

CONSIDER the two year September record of St. Louis daily newspapers to obtain a true picture of the *real* progress being made by The St. Louis Star.

By comparison with September, 1927, The Star in September, 1928 and 1929, gained 161,808 lines in total paid advertising—a gain *greater* than the *combined* increase of all other St. Louis daily newspapers.

THE ST. LOUIS STAR

National Advertising Representative—GEO. A. McDEVITT CO.

ing felt that every business house knows almost instinctively what special kind of letter will appeal to its particular trade. It has, rather, been the aim of the writer to simply mention some of the main points our firm has found helpful in writing this type letter to our trade.

Taylor-Jessup, Inc., New Sales Agency

Roy J. Taylor, formerly purchasing agent for the Hupp Motor Car Corporation, has joined the manufacturers' sales division of the Kelly-Springfield Tire Company, New York. He will be associated with C. A. Jessup, who has been manufacturers' sales manager for the last twenty years. A new sales organization known as Taylor-Jessup, Inc., has been formed by the two officials with offices at Detroit.

H. W. Young, Sales Manager, Electrical Trade Group

Henry W. Young, editorial director of the Electrical Trade Publishing Company, Chicago, has been appointed general sales manager of the company's three publications, *The Jobber's Salesman*, *Electrical Contracting and Industrial Distributor and Salesman*. He was, at one time, editor of *Jobber's Salesman* and prior to that was for ten years Eastern manager of that publication at New York.

T. V. Sawyer Appointed by Chicago Mill & Lumber

T. V. Sawyer, formerly manager of the New York, Philadelphia and Los Angeles zones of the Celotex Company, Chicago, has been appointed assistant general sales manager of the Chicago Mill & Lumber Corporation. He was, at one time, a zone manager for the Chevrolet division of the General Motors Corporation.

Don Campbell to Direct Duette Sales at New York

Don Campbell, for many years Western representative of the *New York World*, has returned to New York as manager for Greater New York and surrounding territory for the Duette Manufacturing Company, manufacturer of Duette dry cleaning machines and Duette cleaning fluid.

Cosmetic Account to Decker Agency

The Bonne Bell Company, Cleveland, maker of Bonne Bell cosmetics, has appointed E. N. Decker, Inc., advertising agency of that city, to direct its advertising account.

Merge as Bonnar-Vawter Fanform Company

The Bonnar-Vawter Fanform Company has been formed through the merger of the American Fanform Company, Cleveland, and the Vawter Manifold Company, Benton Harbor, Mich. Both companies are producers of continuous fanfold forms, known as Fanforms.

William A. Vawter, president of the Vawter Manifold Company, will become president of the combined organization. H. O. Bonnar, of New York, president of the American Fanform Company, will become vice-president and general manager.

R. A. Simmons Joins Albert Frank at Chicago

Ralph A. Simmons, for the last nine years advertising manager for Greengbaum Sons Investment Company, Chicago, has joined the Chicago office of Albert Frank & Company, advertising agency. He also was, for twelve years, with the *Chicago Herald*, which subsequently became the *Herald and Examiner*.

M. A. Canini Joins Sears, Roebuck

Marco A. Canini, recently in charge of the art department of the Pacific Railways Advertising Company, Los Angeles, and, at one time, with the Chicago Elevated Advertising Company, has been appointed regional advertising manager, at Los Angeles, for Sears, Roebuck & Company.

J. S. McLaren with Clark Collard Agency

John S. McLaren, formerly with the service department of the McJunkin Advertising Company, Chicago, has joined the Clark Collard Company, advertising agency of that city, as assistant to Mr. Collard. Mr. McLaren was, at one time, with the Ludlow Typograph Company, also at Chicago.

Athletic Goods Account to Charles C. Green Agency

The Walter F. Ware Company, Philadelphia, manufacturer of athletic and medical knit goods, has appointed the Philadelphia office of the Charles C. Green Advertising Agency, Inc., to direct its advertising account. Golf and sport publications and medical magazines are being used.

Gordon-VanTine Company Advances W. E. Downing

W. E. Downing for the last seven years with the Gordon-VanTine Company, Davenport, Iowa, mail-order home building firm, has been appointed manager of the national mail-order sales division of that company.

The Value of Brand Names

BRYAN & BRYAN
ADVERTISING

SHREVEPORT, LA., SEPT. 26, 1929

Editor of PRINTERS' INK:

Can you cite us cases where definite figures have been set on the values of brand names?

BRYAN & BRYAN, ADVERTISING,
C. W. BRYAN.

THE question goes to the very heart of advertising, to the values, in money, of the intangible assets that advertising creates. To the extent that an invisible, imponderable entity can be measured and weighed, men have scrutinized those assets and weighed them.

First, a general view: Through PRINTERS' INK, Colby M. Chester, Jr., president of the General Foods Corporation, a consolidation of food-producing units, has said: "If it were possible for us to take back all the money our companies have spent for advertising, and surrender, in exchange, their combined good-will, we'd refuse to trade."

Through PRINTERS' INK, also, George K. Morrow, chairman of the Gold Dust Corporation and head of a syndicate that recently bought control of the United Cigar Stores, has identified himself as "a good-will buyer." Speaking before the Sphinx Club in New York two years ago, Mr. Morrow said: "We'd sooner pay ten millions for trade-marked good-will than one million for property without trade-mark and good-will."

For years, the accountants have defined good-will as "the ability of a business to earn a profit over a period of years in excess of the normal interest return on invested capital." And the accountants' conservative method of arriving at good-will value has been to multiply average earnings over a period of three or four or five years by some figure between 1 and 10. In recent years, the multiplier has been raised; in some instances it has gone as high as 15 and even 18.

There are other methods of figuring trade-mark value. For example, the California Fruit Growers Exchange has arrived at an

estimate of the value of the name, "Sunkist," thus: Recently, a non-Exchange group joined the Exchange and handed over its sales records for the preceding year. Comparison revealed that the Exchange's fruit, physically identical with the non-Exchange product, had sold for 43½ cents more a box. Last year, the Exchange marketed 19,500,000 boxes. Hence, says the Exchange management, on merely a one-year basis, the name "Sunkist," backed by years of advertising, is worth something like \$10,000,000.

The formation, in 1925, of the Lehn & Fink Products Company brought about the transfer of two trade names, "Pebeco" and "Hinds"; and for the two names the purchase price was \$6,214,421.

When George K. Morrow, good-will buyer, took over the "Shinola," "Bixby" and "Two-in-One" shoe-polish business of the F. F. Dalley Corporation, he paid a total of \$8,300,000. Of this amount, \$4,300,000 was for plants, merchandise and accounts receivable; and \$4,000,000 for trade-marked names.

In an interesting instance last year, trade-mark values were issues in a lawsuit—an injunction action brought by the American Safety Razor Company against the International Safety Razor Company to restrain the International from certain uses of the names "Gem," "Ever-Ready" and "Star." It happened that the case—tried and decided in the U. S. District Court for the district of New Jersey—was decided against the complainant. But the figures on trade-mark value presented by the complaining company bear on our subject.

The complainant's case recited that, upon its organization, the American Safety Razor Company had acquired the business of three concerns—the Gem Safety Razor Company, which manufactured the "Gem" razor; the American Safety Razor Company, which manufactured the "Ever-Ready"; and the Star Safety Razor Company, which manufactured the "Star."

For the Gem company, so the complainant's pleadings revealed,

別地
莊家
=屋
買周
入施
希屋
望=市
一尋
老小
無上
之

Part of a Letter

reproduced herewith because it illustrates the varied sources from which advertised offerings flow into the columns of the Los Angeles Times.

From this letter was composed an advertisement in the Sunday Times offering for sale a tropical home in Honolulu. The same issue contained more than 50 columns of other exclusive advertisements, ranging from local department store news up to offerings from London, Australia and the South Seas.

Unusual offerings give Times' advertising columns a daily freshness and news value. The whole world deals with America's great Pacific Coast metropolis, and it speaks through the Los Angeles Times.

Times' advertising is one of the sparkling features of the newspaper—supreme in volume, variety, and in the responsiveness and purchasing power of its audience.

Los Angeles Times

Eastern Representative: Williams, Lawrence & Cresmer Co., 360 N. Michigan Blvd., Chicago. 285 Madison Ave., New York. Pacific Coast Representative: R. J. Bidwell Company, 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.

the purchase price was \$4,000,000, in which the value of the trade name "Gem" accounted for \$3,600,000; the name "Ever-Ready" represented, in the transaction, the equivalent of \$4,560,000; and the "Star" name cost \$250,000.

Trade-marked good-will, when you're compelled to buy it outright, comes high. As even the banker is coming to realize, good-will costs less if, over a period of years of constant effort, you can build it yourself.—[Ed. PRINTERS' INK.]

Spiegel, May, Stern Plan Branch Chain

Standard Home Utilities, Inc., a national chain store system selling only nationally advertised merchandise for gas and electrical consumption is being formed by the Spiegel, May, Stern Company, Chicago mail-order furniture house. The stores will be of uniform design with the cardinal principle of the utmost efficiency in serving the products sold, according to F. L. Innes, president of Spiegel, May, Stern.

Fred Blauvelt with Underberg Sales Company

Fred Blauvelt, formerly with the New York office of Grace & Holliday and, at one time, general manager of the Percival K. Frowert Company, New York advertising agency, is now general manager of the Underberg Sales Company, New York.

V. C. Hart Joins Curtis Chicago Office

Virgil C. Hart, formerly assistant sales manager of the Richardson Roofing Company, Cincinnati, has joined the Chicago office of the Curtis Publishing Company. He becomes a member of the research department of the *Country Gentleman*.

F. D. Gilchrist, Sales Manager, Bryant Paper

Frank D. Gilchrist, formerly secretary and sales manager of the Watervliet Paper Company, Watervliet, Mich., has been appointed sales manager of the Bryant Paper Company, Kalamazoo, Mich. He had previously been with the Bryant company.

Appointed by Bay Ridge Savings Bank

Erwin M. Burrow has been appointed new business manager of the Bay Ridge Savings Bank, Brooklyn, N. Y.

Organizes Interprovincial Newspapers, Ltd.

G. M. Bell and associates have acquired the Vancouver, B.C., *Star*, which will be published hereafter by the Star Publishing Company, Ltd. The Calgary, Alberta, *Albertan*, which has been owned by S. L. Ross, G. F. Gemenoy and Mr. Bell, *The Western Farmer*, also published at Calgary, the *Northern Mail*, published at The Pas, Man., and the Vancouver *Star*, will be owned and controlled by a new corporation, organized by Mr. Bell, under the name of Interprovincial Newspapers, Ltd.

Milwaukee Tank Works Ap- point C. D. Brown

Cleon D. Brown, formerly with Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee advertising agency, has been appointed sales and advertising manager of the Milwaukee Tank Works, of that city. He was, at one time, sales manager of the Alcazar Range & Heater Company, Milwaukee.

Banfi Products Account to Peck Agency

The Banfi Products Corporation, New York, American agent for a group of Italian products, has appointed the Peck Advertising Agency, Inc., of that city, to direct its advertising account. Campaign plans for Banfi products call for the use of newspaper space.

Joins Geare, Marston & Pilling Agency

William Podmore has joined the radio production department at New York, of Geare, Marston & Pilling, Inc., Philadelphia advertising agency. He will have charge of the preparation of radio dramatizations and continuities.

Appoints Bellamy-Neff Agency

The Radio and Television Institute, Chicago, correspondence school, has placed its advertising account with the Bellamy-Neff Company, Chicago advertising agency. Magazines, business publications, farm papers and newspapers will be used.

D. B. McIntosh with "Sporting Goods Journal"

D. B. McIntosh, formerly with *Popular Science Monthly*, New York, has joined the *Sporting Goods Journal*, of that city, as an advertising representative.

Lock Account to Badger and Browning

The Independent Lock Company, Fitchburg, Mass., has placed its advertising account with Badger and Browning, Inc., Boston advertising agency.

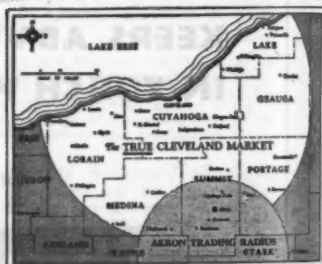
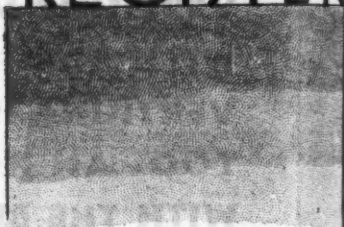


**PRINTERS' INK KEEPS AD-
VERTISING MEN IN TOUCH
WITH ADVERTISING. AD-
VERTISING IS A BUSINESS,
TOO. AN HOUR A WEEK
WITH THE BUSINESS WEEK
KEEPS ADVERTISING MEN
IN TOUCH WITH BUSINESS.**

**THE
BUSINESS
WEEK**

A MCGRAW-HILL PUBLICATION

YOUR CASH REGISTER



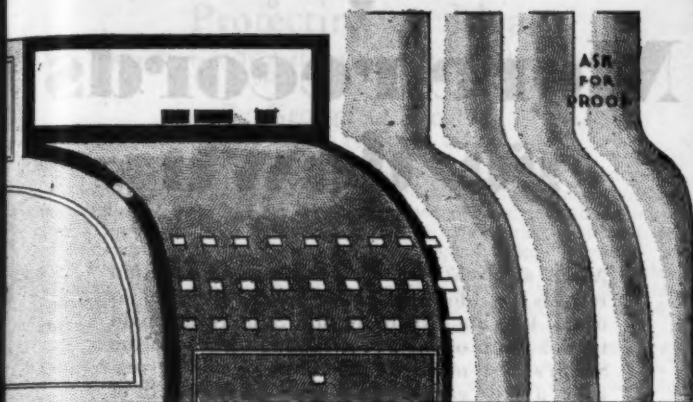
Pictured above is the TRUE Cleveland Market—35 miles in radius—1,525,000 in population. Only within this area does Cleveland newspaper advertising function profitably.

The Cleveland P

Detroit • Atlanta • Dallas
San Francisco

NATIONAL ADVERTISING
230 Park Avenue, New York City

THE ADVERTISING BUY



IS THE TRUE MEASURE OF SATURATING COVERAGE

In Cleveland, the relative advertising productivity of Cleveland's newspapers is being checked in the cash registers of local merchants and national manufacturers. Each year, more advertising is appearing in The Press.

With 93% of its circulation concentrated in the TRUE Cleveland Market, The Press offers advertisers a density of circulation unequalled by the newspaper of largest daily circulation in any of the first 20 cities of America. Truly saturating coverage!

Press


SCRIPPS-HOWARD

*First in
Cleveland*

ADVERTISING DEPARTMENT
N. Michigan Ave., Chicago

Philadelphia • Buffalo
Los Angeles

BUY IN CLEVELAND

More records go down

Again all New Orleans newspaper circulation records go blotto as The Times-Picayune, as usual, tops its own daily and Sunday net paid totals! With only its own records to beat in the South's first market, The Times-Picayune registers a daily gain of 5,674 and a Sunday gain of 7,172 for the six months ending September 30, 1929 over the corresponding period a year ago, and giving New Orleans advertising media a new high peak to try for, with

99,741

daily, and

139,608

Sunday

That's stepping into the 100,000 daily average class, isn't it? Compare those net paid averages with the record of any other New Orleans newspaper—the figures will tell you again that New Orleans, from the results-per-advertising-dollar point of view, is a one-newspaper market.

The Times-Picayune

In New Orleans

Representatives: Cone, Rothenburg and Noe, Inc.

Pacific Coast Representatives: R. J. Bidwell Company

Member 100,000 Group of American Cities, Inc.

Member Associated Press

Protecting an Idea

How Can a Person's Original and Novel Idea Be Made "Pirate-Proof" Until Disposed of by Sale?

By George D. Beattys

General Counsel, The Aeolian Company

THE writer of a recent letter to PRINTERS' INK states that he has certain original ideas for check forms, for a new and simpler type of drinking cup, and an idea for tooth brush merchandising, none of which can be used in his own business. He asks if there is not some agency or clearing house where such ideas can be bought and sold. "Must these ideas die or be given away?" he asks; and he inquires for suggestions as to the best method of disposing of them.

This man is not the only one interested in the protection of original ideas. Very recently, Senator King, of Utah, offered a resolution in the Senate for an investigation of the question of sufficient legal protection for property rights in such original ideas.

His resolution recited that the contention is made that statutory protection for such rights is incomplete; and that inventors and authors contend that such property rights exist, "irrespective of whether they are combined with physical, material or tangible means of making practical application of such ideas"; and the resolution calls for investigation and report by the appropriate committee not later than April 15, 1930, with recommendations for necessary legislation. The resolution was referred to the Committee on Patents.

It is certainly difficult to conceive what practical protection any legislation can give to "original thoughts, conceptions and ideas," as claimed, without being embodied in any physical or concrete form.

The writer of the letter to PRINTERS' INK refers to possible "copyright protection" for his original ideas. Let us understand clearly, however, at the start that "copyright" has no relation whatever to the "ideas" in question, which refer to a "check form,"

"drinking cup" and a "merchandising idea." A check and a drinking cup are physical, tangible things; and the only possible protection for any original "ideas" involved in them is under the patent statutes; and then only if these "ideas" involve something "new and useful" in a patentable sense.

The question might arise, what about the "merchandising idea," which is not a physical or tangible thing? What is stated above applies with equal force to this "idea" also. An "idea" can neither be copyrighted nor patented. A particular expression of an "idea" can be copyrighted; and while an "idea" cannot be patented, the means for utilizing it practically is patentable, if such "means" is "new and useful" in a patentable sense. Any idea or mental conception, to become entitled to any sort of protection, must have some physical embodiment; it must be in fact embodied in some mechanical device or some process of art; and this device or process must exhibit novelty in a patentable sense.

There Is Nothing New Under the Sun

It is only when a person applies for a patent, that he fully understands the saying, "There is nothing new under the sun." In a very large percentage of such instances, someone has already had the same idea. If his idea, even though original with him, is not new, he can have no protection whatever for it.

At common law, the inventor has no right to prevent others from using his invention. He has no right he can enforce until a patent is issued. The "monopoly" arising from the exclusive use of an invention did not exist at common law; it was created by the patent statute, and the inventor's rights are regulated and measured

by these laws, and cannot go beyond them.

It may be said, incidentally, that a person may have an idea which is not "new" in a patentable sense, but which, nevertheless, may afford a very valuable hint or suggestion to some business concern in the making or marketing of its product. The right kind of concern is quick to recognize and generously reward a person for an idea which is really helpful and of advantage to the business, when it is called to its attention in the right way, and to the proper official, so as really to secure the appreciation which it deserves. A really "big man" does not shut his mind against a valuable idea simply because he does not originate it. He appreciates the value of a new idea no matter where it comes from, and does not attempt to appropriate it without giving proper credit and reward.

Now, having tried to make it clear that the patent statute is his only source of protection, what should our inquirer do before trying to sell any of his original ideas? He undoubtedly has in mind a pretty definite conception of the result he wishes to achieve with each idea; but he must go further and get a definite idea of the best *means* or method to this desired end. If this means or method is new in a patentable sense, it can be patented; if the product only is new, that can be patented; if both are new, then the patent can cover both.

The only real sensible and safe thing to do is to file an application for a patent in connection with each original idea, through some reputable patent attorney. This is so not only for his own protection, but also as an aid to any sale of the idea. Most concerns which would be worth-while purchasers usually refuse to give any serious consideration to the purchase of any such original ideas until this is done. They may be experimenting in that same field themselves. Sometimes an inventor has a very vague and nebulous idea of the *means* of accomplishing the desired end he has in view, and later when he sees some concern with whom he may have talked bring out a

very definite, successful and novel "means" of doing the same thing, he comes to the conclusion, and persuades himself perhaps more or less honestly, that this is the very thing he had in mind himself, and, therefore, a patent litigation is started. This is what responsible concerns seek to avoid.

If, however, he does not care thus to play safe in filing a patent application, and prefers for any reason to take his chances without this protection, then he should make a careful written description and, if suitable, a drawing of his original idea in a clear, concise and accurate form, and describe the same to at least two of his intelligent friends, capable of understanding and explaining this idea themselves if called upon later, and have them sign their names to this description and drawing, over a statement that the conception as described was disclosed to them by the inventor on the date affixed. Such a document should be carefully preserved. Sometimes an inventor of a mechanical turn of mind will himself build a model embodying his idea; or may put his product, process or structure, embodying his conception, into concrete form. Any other careful method can be adopted to establish the fact that the idea in question was conceived on or before a certain date.

Of course, there can be two or more original discoverers of the same invention, but only one can be the first. This always raises the question of priority. As a general proposition, the unsupported testimony of an inventor is insufficient to prove conception and priority. If he makes sketches of his invention, and dates them, and writes his name on them, these, without corroboration, would be considered merely self-serving declarations without probative force in the Patent Office or any court. Models, unpublished drawings, and verbal or unpublished descriptions of an invention, do not, of themselves, constitute proof of priority.

When an inventor, who has not filed any application for a patent, approaches a proposed purchaser to sell his "original idea," if he

U T A H

**America's great mining
and smelting center—
with an annual output
from its mineral indus-
tries of \$120,000,000—
\$85,000,000 of which
is immediately ex-
pended within the state!**

**A rich field! And—one
reached by Packer out-
door advertising with
the same splendid ser-
vice that in fifteen other
states has earned for
this organization the
confident patronage
of America's greatest
national advertisers.**

PACKER

Executive Offices:
UNION TRUST BLDG.
CLEVELAND, OHIO

Operating Office for
U T A H
SALT LAKE CITY

gets a hearing and the would-be purchaser asks for a drawing or description of the invention, the inventor can arrange to send it to him. This can be done by registered mail, referring to the interview, and with request to the postal authorities for return receipt card, thus fixing the date.

There are one or two other important suggestions on the matter of priority that should be offered to an inventor such as our inquirer, who has not filed an application for a patent, but has adopted some other method as suggested to prove his date of conception. A rival inventor may enter the field, with a later date of conception, *but* who has been the first to "reduce to practice." Hence he becomes *prima facie* the first inventor. An invention is "reduced to practice" when some full-size physical or mechanical embodiment of it is made capable of practical and successful use. The inventor who is first to conceive, but is later than his rival in reducing to practice, is not regarded as the first inventor, *unless* he can prove that he has exercised reasonable diligence in his efforts to perfect his invention at, and continuously after, the time that his rival entered the field against him.

The filing of an application for a patent is, in law, a "constructive" reduction to practice; so an inventor who has filed his application has no fear of a rival thereafter making the first actual physical reduction to practice. In any interference proceedings in the Patent Office (where two applications for the same invention are filed), where an inventor's date of filing is prior to his rival's alleged date of conception, he wins, and there is no issue. If his rival's date of conception is prior to his own filing date, then an issue is raised as to who was first to conceive, and the date of the first conception has to be proved as any other question of fact in a legal case, with the burden of proof on the one who was first to conceive but later to file his application, to prove not only his prior date of conception but also due diligence.

Any original idea which is a "pioneer" idea is exceedingly rare. A person may conceive an original idea in a commercial or industrial field which he considers wonderful, and which he really believes was never thought of before, but which a search of the prior art patents and publications will show to be old; or if not wholly anticipated, may be limited and any patent would have to be narrow.

When a person has made a discovery of some conception which he believes to be very valuable, the first practical thing he can do is to disclose it to some competent patent attorney and get him to make, or cause to be made, a preliminary search in the Patent Office to discover the extent of its patentable novelty. This should really be the first step to take even before adopting any of the procedure suggested in establishing the date of conception of any original idea. This would have an additional advantage of constituting a disclosure to a patent attorney who would understand and be able fully to explain such disclosure.

If our inquirer should make this search, he may find that some other person had anticipated, to some extent at least, his original ideas as to a novel check form, or drinking cup, or merchandising idea. If, however, he can find nothing of a similar nature, then he will know that he is free to proceed with something worth while, which is worthy of patent protection, before he attempts to make any offer of it for sale. If there should be real novelty in it, and especially if the Patent Office shall have allowed good claims on it, he will be in a strong position, and the sale of his "original idea" will be only a question of terms. Or if he does not care to incur the expense of filing an application for a patent, then he can adopt the next best procedure as before suggested.

Antique Account to S. W. Frankel

The Rosenbach Company, New York, antiques and decorations, has appointed S. W. Frankel, New York advertising agency, to direct its advertising account. Class magazines will be used.



Cleveland's Annual Fall Shopping Day Again Proves Evening Newspaper Supremacy

EACH year Cleveland opens its fall and winter shopping season with a one-day city-wide sale in which all of the leading stores participate.

The big day this year—Saturday, September 28—was advertised in Friday evening papers and the Saturday morning paper.

How the department stores and women's specialty shops apportioned their advertising demonstrates Cleveland's evening newspaper supremacy.

NEWS 49,546 lines
Other Evening 53,816 lines

Total Evening 103,362 lines
Total Morning 20,888 lines

THE CLEVELAND NEWS

GEORGE A. MCDEVITT CO.

National Representatives



HOME ... home ... HOME

*with the accent
where it belongs!*

"**W**HEN a newspaper claims home strength," remarked an experienced space-buyer recently, "I like to forget circulation for a moment and examine the paper itself. I've learned a few things from my wife and family!"

The Boston Globe studied family needs long before A.B.C. had become the solicitor's big talking point. Consequently this newspaper now has a very large A.B.C. that is also spelled H-O-M-E.

Perhaps the best proof is the experience of Boston merchants, who stand or fall on their success in reaching people where they live. *These merchants today use more space in the Globe, daily and Sunday, than in any other Boston newspaper.* Boston's department stores place 48% more advertising in the Globe, for the week as a whole, than in the next paper.

Another reliable check on home reading is the Sunday situation—

The Boston Globe

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whether you use Sunday space or not. Of the three Boston papers carrying the bulk of the advertising, the *Globe* alone holds practically all its readers in Metropolitan Boston *seven days a week*. The other two lose 35% and 63% of their week-day readers on Sunday. *The seventh day reveals the home value of the other six!*

The *Globe* consistently appeals to every member of the family...

A Household Department established 35 years ago as the first woman's page in America...

More local news than any other paper in this self-contained community...

Complete school news...

Sport pages that are read throughout New England — quoted throughout the country..

Business news edited for substantial business men...

Religious news for all denominations.

Absolute freedom from bias in politics...

* * *

More and more national advertisers are finding that with the *Globe* they can reach a *majority* of worth-while homes in the rich Boston shopping area, where average family wealth is \$9,000.

Our booklet, "Reaching Buying Power in the Boston Market," contains all the facts. Write for a free copy.

Facts about Boston and the *Globe*

Boston's shopping area ranks *fourth* in population, *third* in per capita income tax returns, of the major American markets. Average family wealth is \$9000. Savings deposits average \$2000 per family.

Within 12 miles of Boston's City Hall is the territory called Metropolitan Boston, defined by the A.B.C. as the "City" district. It is composed of Corporate Boston and 39 bordering and nearby suburbs.

Here in Metropolitan Boston the *Globe* is definitely the *home* newspaper, for it is the only Boston newspaper which holds all of its readers in this rich district *seven days a week*.

Boston's great department stores do 46% of the local advertising in Boston newspapers. With seven dailies and four Sunday papers to choose from, they spend 37% of their entire Boston newspaper appropriation in the daily and Sunday *Globe* alone.

Globe

Combatting Consumer Negligence with Advertising

The 1929 Fall Eveready Prestone Campaign Will Urge Automobile Owners to Clean Their Radiators as Part of the "Prepare That Car for Winter Driving" Movement

By Andrew M. Howe

ONCE a product reaches the hands of the ultimate consumer, the producer, theoretically, should be able to breathe a sigh of relief and consider his troubles over. But it seldom, if ever, works out that way. Instead, manufacturers are obliged to make certain that the final purchaser of a product is entirely satisfied and that the product lives up to expectations.

One of the commonest causes of consumer dissatisfaction is the consumer's own negligence. Sometimes he fails to give the product the proper attention and care that it requires for perfect performance. In other instances he does not follow the manufacturer's instructions carefully.

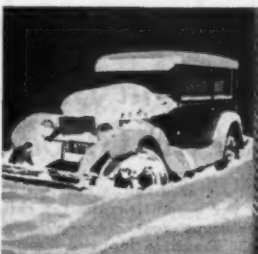
In order to counteract this tendency to neglect and abuse a product, manufacturers print instructions on containers, prepare manuals containing even more detailed information, and instruct dealers in the care and use of the product so that they, in turn, may instruct the consumer. Advertising, too, is doing its share helping to combat consumer negligence, both directly and indirectly.

The automobile is, of course, the outstanding example of a product which is particularly susceptible to misuse or neglect. The service problem has given the industry considerable to worry about. However, the problem is not as serious as it used to be, for car owners have learned that they must take care of their cars to obtain satisfaction and carefree service.

Advertising has been an important factor in this education. The importance of proper tire inflation, of changing the oil every 500 miles, of inspecting brake linings, of proper greasing, have all been stressed in the advertising of various manufacturers. One of the

<<< PREPARE YOUR CAR FOR WINTER DRIVING

AN Ounce of Prevention Now, Will Prevent A Pound of Trouble When Winter Comes



AFTER a summer's use every car should have some simple, inexpensive service to get it ready for cold weather.

There should be a fresh supply of winter-grade oil in the crankcase, transmission and differential. Spark plugs, ignition cables and battery should be at their best, the car's cooling system in shape and tight, then give your car the perfect protection of Eveready Prestone. One supply protects the car all winter.

Any garage will flush out the

cooling system, examine it for leaks, tighten up loose connections or pump glands—look over the complete system for a small fee. The earlier the better, for Eveready Prestone is unaffected by warm weather. One supply of this perfect anti-freeze will last all winter.

Eveready Prestone is the anti-freeze used by Commander Byrd, by the U. S. Navy and U. S. Army air bases. It is approved by automobile manufacturers and possesses all the properties which the



Eveready Prestone, pure, anti-freeze, not diluted with glycerine.

9 POINTS OF SUPERIORITY

1. Gives complete protection.
2. Does not boil off.
3. Protects well after damage cooling system.
4. Will not burn up a motor.
5. Circulates freely at the lowest operating temperatures.
6. Will not affect paint, varnish or leather finishes.
7. Non-toxic.
8. Chlorine-free.
9. Economical—may filling lasts all winter.



EVEREADY PRESTONE

FOR PROTECTION OF THE PERFECT ANTI-FREEZE

National Bureau of Standards has designed chemical test for anti-freeze.

Eveready Prestone contains no alcohol and no glycerine—and is a pure, undiluted product.

Be ready before cold weather can harm your car. Have the cooling system of your car serviced and get a supply of Eveready Prestone today.

NATIONAL CARBIDE CO., INC.
General Office: New York, N. Y.

Branch Office: 1015 1st Street, Philadelphia

The Product Receives Secondary Mention Only in the Early Fall Advertising

latest examples is that of the makers of oil filters who have used large space to urge automobile owners to replace the "cartridge" in the filter every 10,000 miles.

As a result of all this educational effort, more and more car owners are having the different parts of their cars inspected peri-

odically. Most of them, however, are neglecting a most important part, the cooling system. This should be flushed out and refilled with clean water just as the crank-case is with oil. Clogged and leaky cooling systems result from a neglect of proper and careful attention.

National Carbon Company is particularly interested in getting autoists to take care of cooling systems. This interest is due to the fact that it sometimes happens that motorists are prevented from receiving the complete protection against freezing which one of the company's products, Eveready Prestone, gives when properly used, merely because the cooling system was not in good condition when this anti-freeze was added.

This particular anti-freeze is priced much higher than any other similar product. Its price to the consumer is \$5 a gallon and the amount required is from one to two gallons per car, depending on the size of the radiator. Alcohol usually costs about 25 cents a quart.

One of the principal advantages of Eveready Prestone is that it will not evaporate—"one filling lasts all winter." Naturally, one filling of this anti-freeze won't last all winter if there are any leaks in the cooling system of a car. The product is a liquid, and if a motorist puts it into his radiator it will leak out through any holes or loose connections just as water does.

This situation would not occur if motorists would have their cooling systems cleaned out and examined for leaks before putting in the anti-freeze. Therefore, a large portion of this year's advertising in behalf of this anti-freeze will stress the advisability of having this done.

The campaign will not be devoted entirely to cooling systems and Eveready Prestone. In fact, some of the copy will contain only a brief reference to the product.

The idea really is part of a national movement which has as its object the education of the car owner and the automobile trade to an appreciation of the fact that automobiles should be serviced by

competent mechanics before winter driving is attempted. This movement is being sponsored by a number of manufacturers of automobile supplies and trade associations, and is being encouraged by the automotive business papers. The National Carbon Company is one of the leaders in the movement. It believes that, properly sold to the public and the trade, the idea will result in properly serviced cars, free from leaks, rust and scale, and, consequently, more satisfied users of the product. In addition, the preparation of cars for winter driving will open a new source of revenue for dealers. Not only will they profit from the attendant service work in properly preparing cooling systems, but customers will also be brought into the dealer's place of business who can be sold the anti-freeze and other automobile supplies.

How One Dealer Used the Idea

That those dealers who cooperate in this effort will be able to sell more of this particular anti-freeze was proved last winter by a garage in Garden City, N. Y., which of its own accord sent a letter to motorists urging them to come in and have their cars checked over before putting it in. As a result of this effort, this garage sold 288 gallons of Eveready Prestone at an approximate gross profit of \$400. In addition, there was the income from the service work and other items purchased by the motorists.

What this one dealer did, all of the company's dealers will be encouraged to do this year, with the help of a nation-wide advertising campaign directed at the consumer and written around the theme of "Prepare Your Car for Winter Driving." The first advertisements in the campaign will be devoted entirely to this idea. Later, the copy will be a straight selling message for the company's anti-freeze, but it still will carry a tie-up with the original theme.

This entire campaign will be divided into three divisions. These are:

1. A campaign in 282 newspapers—two advertisements. These will

A New Development in Agency Service

RESearch in various scientific fields is resulting in discoveries of the greatest commercial importance. Almost every day something new develops. The proper interpretation and presentation in advertising of these scientific findings is becoming a matter of major importance to manufacturers.

This agency is probably unique in the field for what it is doing in bridging the gap between science and advertising.

The scholarly delver into vitamins, enzymes and such will never become advertisingly minded. Likewise, the able advertising writer rarely has sufficient consideration for the scientific viewpoint to win the complete confidence of workers in that field.

This situation has led Lord & Thomas and Logan to establish a new branch of agency service. For lack of a better name, it may be called a "liaison" department between what may seem to be widely separated camps: science and advertising.

The qualifications for this work are a highly-developed news sense and a more than average scientific background. Those in this department never write a

line of copy. Yet whole campaigns result from their news-minded, popular interpretations of new developments of which they have learned through personal contact with some of the most noted men in various scientific fields.

No department in this agency has attracted more attention from those who have learned of it than this. One of its interesting features is that it has been able to suggest to manufacturers of long-established and conventional products new lines of investigation which have proved to be of decided value.

This latest phase of agency service, as yet undoubtedly in its infancy, is exactly in accord with the principle for which this agency has always stood. That principle is greater profit results through better copy.

If you are interested in learning more in detail about this recent development in our work, we will gladly relate the facts in conversation with any manufacturer.



LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO
919 N. Michigan Avenue
LOS ANGELES
1131 South Broadway
TORONTO
67 Yonge Street

NEW YORK
247 Park Avenue
WASHINGTON
400 Hibbs Building

LONDON
Victoria Embankment
SAN FRANCISCO
225 Bush Street

MONTREAL
1434 St. Catherine Street W.

Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest.

break early in the season. They are designed entirely to advance the "Prepare Your Car for Winter Driving" idea.

2. A campaign in eight magazines of national circulation and in forty-seven automobile club papers. This campaign is educational in nature and lays a background for the local newspaper effort to follow.

3. Local effort in 282 newspapers, each paper carrying two full-page or 85-inch advertisements timed to break with the advent of cold weather. This campaign is designed to provide buying stimulus which will send the prospect into the dealer's place of business to purchase Eveready Prestone.

The two newspaper advertisements in the first group are the ones that lay the most stress on the prepare your car theme. They are business builders for the dealers. "Important, Your Car Should Be Prepared for Winter Driving," says the headline of the first. The text continues:

FOLLOW THESE PRECAUTIONS

1. Use a free-flowing winter grade of oil in the crankcase. Be sure that the differential and transmission have proper cold-weather lubricants.

2. Have spark plugs, ignition cables and battery inspected. Cold gasoline needs a hot spark.

3. Inspect the fan, thermostat and winter front.

4. Clean the cooling system. See that all old scale and rust, accumulated over a summer's driving, are thoroughly flushed out.

5. Be sure the cooling system is tight, without the slightest leak anywhere—in hose connections, pump, radiator or gaskets.

6. Add water and one supply of Eveready Prestone and your car will go through the hardest winter season in perfect safety.

7. Go to your garageman. For a small sum he will be glad to render this cleaning and tightening service. It is an investment worth many times its small cost.

Eveready Prestone, the perfect anti-freeze, does not contain alcohol or glycerine. It will not overheat the motor if the weather turns warm. It is a pure, undiluted product. Its permanent protection makes it a most economical investment. One supply lasts all winter, through any amount of warm and cold weather driving.

The product, it will be noticed, is given a secondary place in the

copy. The name does appear at the bottom of each advertisement in large type along with the company name and the slogan, "Prepare Your Car for Winter Driving."

In the second division, the magazine campaign, the "Prepare Your Car" theme receives less stress. It appears in each advertisement, but is subordinated to the Eveready Prestone sales story. The early advertisements appearing in October and November feature the original theme more than later copy. These advertisements are full pages and double spreads in color.

The second of the two newspaper campaigns, the third division of the general effort, consists of either two full-page or two eighty-five-inch advertisements appearing in the same 282 newspapers as the preliminary campaign.

These advertisements are to be released by Eveready salesmen when weather forecasts predict freezing weather. Where the two advertisements appear in morning and evening papers in the same city, release dates will be staggered so as to give the equivalent of a four-page campaign. After the first advertisement has been run in the morning paper, copy for the evening paper will be held two or three days until it has been determined whether or not the cold weather will continue. If the cold snap does not continue, the evening paper will hold the first advertisement until the next cold spell arrives. This same procedure will be followed in the case of the second advertisement.

It will be the salesman's duty to watch the daily weather forecasts in his territory closely. The advertisements will be in the hands of the newspapers, so that all the salesman will have to do when severe weather is predicted is to give the paper a release.

This plan of getting the salesmen to co-operate with the advertising department was adopted last year and found to be very successful. The salesman, in effect, becomes a local advertising manager and he likes the idea. The plan also forestalls any criticism on the part of the salesman that the copy

IF you were a farmer

IF you were a farmer you would find The Weekly Kansas City Star mighty helpful.

It would keep you informed on happenings in Washington that affected your business. It would tell you about the tariff and the debenture. It would analyze for your benefit crop conditions all over the world and show their effect on prices.

If your corn were attacked by borers or your wheat by chinch bugs you would find in The Weekly Star quick advice from the experiment stations and agricultural colleges on what to do.

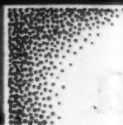
The Weekly Star does these things for farmers, and does them **FIRST**. Its immense press equipment (largest of all farm weeklies), its central location and superior postal facilities enable it to handle farm news with a speed rivaling that of daily newspapers.

Little wonder The Weekly Star has more than 470,000 subscribers and the largest rural route circulation of all farm weeklies.

The Weekly Kansas City Star.

Largest Weekly Rural Route Circulation in America

"PERMISSION GRANTED"



LOOSE-WILES BISCUIT CO.—Permission to reprint "A Cracker for Every Course" for the use of their salesmen.

➤ **Dairymen's League Cooperative Association**—Permission to use photographs showing proper placing of foods in refrigerators to illustrate a teachers' guide.

➤ **The Cleveland Museum of Arts**—Permission to use photographs of interiors by Good Housekeeping Studio of Furnishings and Decorations for lantern slides illustrating lectures on interior decorating.

➤ **U. S. Finishing Co.**—Permission to reprint "The Colors Are Fast" for distribution to the converting trade.

➤ **American Bemberg Corp.**—Permission to reprint "How to Care for the New Fabrics" for distribution to dealers.

➤ **Food Chain Store Merchandising** (a publication)—Permission to reprint as an editorial the article "What's in a Can of Soup?"

➤ **Esmond Mills**—Permission to reprint "When You Buy Blankets" for distribution to consumers through their Fifth Avenue retail store.

Nothing testifies more forcibly to the influence of Good Housekeeping than the requests it receives for permission to use the findings of its Institute, its Studio of Furnishings and Decorations, its Bureau of Foods, and other departments. Manufacturers reprint its editorials to promote sales; editors of business journals to give their readers the consumer viewpoint; educators to give their classes the benefit of the knowledge and skill of Good Housekeeping's staff of experts. We do not have room to mention every instance of "permission granted" but the few listed are enough to indicate a far reaching influence and the source of the reader interest which advertisers in Good Housekeeping find so productive of response.



GOOD

HOUSEKEEPING

EVERYWOMAN'S MAGAZINE

NEW YORK BOSTON DETROIT SAN FRANCISCO CHICAGO

is not released at the proper time. If the advertising does appear at the wrong time he has only himself to blame—or the weather forecasts.

There was a weakness in the plan last year that has been corrected. Occasionally a territory may have a spell of freak warm weather which lasts well into the winter. This would mean, of course, that no advertising for the product would appear until late in the season. As a safeguard against this situation, a deadline date has been established in each city where the advertising is scheduled to appear. In the event that no cold weather has arrived, the advertising will automatically be released on this deadline date. This will prevent the normal height of the selling season from passing without proper advertising support.

In addition to this general consumer advertising, an extensive campaign is being directed at the dealer. This campaign started in July and will run until December. It consists of full pages of color in automotive business papers and features the success and profits possible with Eveready Prestone. In every advertisement there are several paragraphs devoted to the "Prepare All Cars for Winter Driving" movement. These appear in the same position—upper right-hand, just beneath an illustration of a can of Eveready Prestone—in each display.

Then there is still another separate campaign appearing in bus and truck publications, similar to the business-paper advertising but with testimonials from large bus and truck fleet owners instead of dealers.

All of this advertising is backed up with a complete line of dealer helps and mats for use by dealers in their local newspapers.

One of these helps is a service manual which contains not only important information relating to the sale of Eveready Prestone but also data on the proper servicing of cars for winter driving.

Throughout much of this material the same theme of "Prepare Your Car" is in evidence. National Carbon Company is pushing this

thought in every possible way. For it believes that every automobilist who follows this advice will get maximum results from Eveready Prestone. In short, he will be a satisfied customer. The company is showing him the way to satisfaction, guiding him past the road that leads to dissatisfaction, neglect of his car.

New Jersey Outdoor Group Appoints G. V. Weston

A program of education and roadside improvement has been planned by the Associated Outdoor Advertisers of New Jersey. Gerritt V. Weston, recently with the General Outdoor Advertising Company, and C. M. Buzby, formerly with the New Jersey Chamber of Commerce, have been appointed to carry out this program. Mr. Weston, who will act as executive secretary, will make his headquarters at the offices of the United Advertising Corporation, Newark, N. J.

T. A. Aspell to Direct Goodrich Tire Sales

Thomas A. Aspell, formerly assistant tire sales manager of the automotive division of the B. F. Goodrich Company, Akron, Ohio, has been appointed general manager of tire sales, succeeding the late Harry C. Miller. Mr. Aspell has been with the Goodrich company in various capacities for the last twenty-five years.

J. B. Linerd Joins The Business Week

J. B. Linerd, formerly vice-president in charge of the New York office of Blackett-Sample-Hummert, Inc., Chicago advertising agency, has been appointed manager of color advertising of *The Business Week*, New York. He was, at one time, advertising manager of *Liberty*, New York.

Joseph Godfrey, Jr., with Crowell, Crane, Williams

Joseph Godfrey, Jr., for the last two years with *College Humor*, Chicago, as director of sales promotion and sports editor, has joined Crowell, Crane, Williams & Company, Inc., advertising agency of that city, where he will do copy and contact work.

Devine-Tenney Opens Office at Des Moines

The Devine-Tenney Corporation, publishers' representative, has opened an office at Des Moines. John A. Toothill, for the last six years with the New York and Chicago offices of the company, is in charge of the new office.

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ANNOUNCING

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Country **Home**


**ESTABLISHED 1877
AS FARM & FIRESIDE**

A
MAGAZINE
OF HOME
GARDEN AND
FARM

BEGINNING with the February 1930 issue, Farm & Fireside will be published in strikingly new and improved dress as **THE COUNTRY HOME**—a magazine of home, garden and farm.

We address ourselves editorially to the same fine audience of more than 1,400,000 subscribers on our best farms and in the smaller towns. But in these improvements we recognize the strides that audience has made in learning **HOW TO LIVE** better than it has ever lived before.

Hard roads, motor cars, telephones and radios have practically ended the isolation of rural people. Both distribution and rural buying have been made easier by the accessibility of shopping centers that came with these modern developments. Easy contact




with these centers has made rural families for the most part, a group ambitious to enjoy more of the better things of life—has given them wider horizons.

We propose to reflect in the editorial and advertising pages of this old, but newly-attuned, publication the great surge of this audience for finer homes, more beautiful gardens, modern labor saving equipment, better homes, better clothes and better entertainment.

THE COUNTRY HOME will be printed on high grade magazine stock with no change in page size. A new type dress will be used throughout and the illustrated treatment, which includes four color work, will be new and beautiful.

The editorial content will be of a high



order and will include fiction and articles by leading authors and writers. We shall spare no expense or effort to maintain and increase the intensity of reader interest.

Present and prospective advertisers are assured of a new and better presentation to this large and prosperous audience.

THE CROWELL PUBLISHING COMPANY
350 PARK AVENUE, NEW YORK





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Industrial Advertisers Organize Research Program

Long Cherished Plan Is Launched by Newly Incorporated National Industrial Advertisers' Association

AT its annual convention held at Cincinnati last week, the National Industrial Advertisers' Association put the finishing touches upon its long-cherished plan to put industrial advertising upon a plane which shall be as nearly scientific in its conception and application as any art can be. This was done in full recognition of the fact that advertising is an art, and that industrial advertising is not essentially different in this respect from any other kind.

The general theme of the convention, characteristically enough, was "gearing advertising to selling"—or, in other words, how to obtain harmonious and resultful action from the two drivers of the business machine. After much discussion and many weighty addresses, it was agreed that advertising is selling and that selling is advertising—two gears under different names which must mesh perfectly in the general interest of profits.

As a foundation for future work to prevent wrong ratio arrangement, misalignment, clashing between the two, and even stripping, the association took decisive steps which shall result in giving to industrial advertisers vital information and basic statistics. It is also intended to get from them similar data which shall redound to the benefit of the association as a whole and of business in general. Approval was given to the work of a research committee headed by William A. Hemming, executive secretary of the association. Through the organization of this function, the association's headquarters office at New York will, during the coming year, be a clearing-house for selling ideas and the proper mechanical means of executing them. To help give authority and cohesiveness to the program, final steps were taken to incorporate the association under

the laws of Delaware—a move that was started at the St. Louis convention last year, but delayed because of certain legal formalities which have now been provided for.

The retiring president, Nelson S. Greensfelder, of the Hercules Powder Works, Wilmington, Del., accurately described this spirit and these aspirations of the organization in a declaration that the American business man has learned that it pays him to give information in order that he may receive it.

"To foster this trend," said Mr. Greensfelder, "and to have our members receive its consequent benefits, has been our objective during the past year. Through the efforts of our committees, we have been able to establish a headquarters office and organize a research department which shall operate as a central bureau to serve our members.

Association Incorporated

"We have co-operated with other organizations and with educational institutions for the more complete dissemination of facts on industrial selling. Our research bureau will be a source of information for our own publications, which now consist of case studies and market analyses in four different industries. Because of the responsibilities involved in handling funds and conducting our activities, the association has been incorporated. Our association can claim credit for the inclusion of an industrial census in the 1930 census of distribution."

R. G. Matthews, assistant chief of the Bureau of Foreign and Domestic Commerce, acknowledged the debt the department owes the association for its furtherance of the industrial census. "What we hope to accomplish in this census," Mr. Matthews said, "is to obtain comparative, if not scientifically accurate, knowledge. We shall

show the number of establishments in the major industries, and get data on the purchasing power of individual factories—what raw material they use, and how much. This will not be the establishment of definite marketing areas, but will be a step in that direction”



George H. Corey
President, N.I.A.A.

The association rightfully concluded that it had gone far in its research program by reason of a study on “The Technical Publicity Budget,” a digest of which appeared in last week’s **PRINTERS’ INK**. This represents a year’s study in analyzing industrial budgets.

The study was prepared by G. W. Morrison, Ingersoll-Rand Co., and J. N. McDonald, Anaconda Copper Mining Co.

Another important move which is planned to help tune up the industrial selling machine was the organization of an advertising agents’ division of the association. Paul Teas, president of Paul Teas, Inc., of Cleveland, called a meeting of the advertising agents which was attended, in addition to himself, by: Luis Gibson, Geo. H. Gibson Company, New York; Oscar Tyson, O. S. Tyson & Co., Inc., New York; Morris Wisner Lee, Chicago; W. L. Rickard, Rickard & Co., New York; Carl R. Miller, Marschalk & Pratt, Inc., New York; Harold S. Downing, Walker & Downing, Pittsburgh; A. H. Fensholt, Fensholt & Allbright, Chicago; George C. Nagel, George C. Nagel & Associates, St. Louis. Mr. Greensfelder and Mr. Hemming were present as representatives of the association.

As a preliminary step to a program which is expected to develop on a comprehensive basis, it was decided that “We organize as the Industrial Advertising Agency Committee of the N. I. A. A., to introduce, consider and present

conclusions on problems in the mutual interest of the N. I. A. A. and ourselves.” Mr. Teas was elected chairman; Mr. Nagel, vice-chairman and secretary; Mr. Gibson, representative on the association’s research committee.

Here are the five points which the agents expect to work out in a way that will prevent future gear-clashing:

- 1—Agency charge for industrial accounts.
- 2—Compensation for agent: for what paid, how much, by whom.
- 3—How to pry the industrial advertiser loose from his manufacturing viewpoint and give him broader advertising outlook.
- 4—What is the best way to smash the tradition that an industrial agency is necessarily small and insignificant and not enticed to consideration where fair to large appropriations are to be placed?
- 5—Is it going to be possible for industrial agencies to continue indefinitely as such: or will they eventually have to “dilute” strictly industrial clients with those marketing other types of product? Why?

A highly interesting feature of the convention was the exhibit section. Publishers of industrial magazines, and other organizations had booth displays. Prominent among these was an exhibit of foreign advertising shown by the United States Department of Commerce. And then there were showings by various industrial advertisers entered in competition for a series of prizes.

The committee of judges to award the prizes consisted of: Ralph H. Jones, of the Ralph H. Jones Company, Cincinnati; William A. Biddle, American Laundry Machinery Company, Cincinnati; H. A. Adams, Procter & Collier Company, Cincinnati; T. C. Fetherston, Linde Air Products Company, New York; H. F. Bulkley, Union Carbide Company, New York. The judges had a most difficult task, owing to the number and quality of the exhibits, but finally decided upon the following as prize-winners:

Best exhibit of industrial advertising without restriction. (Award by *Class and Industrial Marketing*) Jenkins Bros., New York; honorable mention, Permutit Co., New York.

**A Gain of
255,685 lines
in National Advertising
for the first
nine months
of 1929** !

**...and for the week
just past...a gain of
over
100%**

**over the corresponding
week of 1928!**

**The
WISCONSIN
NEWS
is breaking
all records
in National
Advertising!**

**To fully cover Milwaukee
"YOU NEED THE NEWS"**

One of the Twenty-Eight Hearst Newspapers Read by More Than Twenty Million People

Best exhibit of industrial advertising in publications. (Award by McGraw-Hill company.) American Rolling Mill Company, Middletown, Ohio; honorable mention, Oakite Products Co., New York.

Best exhibit of industrial direct-mail advertising campaign. (Award by the Buckley-Dement Company.) Joseph T. Ryerson & Son, Chicago; honorable mention, Koehring Co., Milwaukee.

Best exhibit of institutional advertising, publication or direct mail. (Award by the Bohnett Company.) Peoples Gas Light & Coke Company, Chicago; honorable mention, Cincinnati Milling Machine Company.

Best advertisement in a business paper. (Award by Penton Publishing Co.) Oxweld Acetylene Company, New York; honorable mention, Kearney & Treckner, Milwaukee.

Most effective directory or reference media advertisement. (Award by Thomas Publishing Company.) No award was made, the exhibits in this line not being regarded as of a high enough standard.

Most effective exhibit of no less than three industrial advertising campaigns prepared by an agency. (Award by The Key Advertising Company.) Marschalk & Pratt, New York; honorable mention, Rickard & Co., New York.

Best use of color in industrial advertising. (Award by Cincinnati Process Engraving Co.) A. Leschen & Sons Rope Co., St. Louis; honorable mention, William Powell Co., Cincinnati.

Best series of no less than six pieces of industrial advertising featuring news. (Award by Simmons-Boardman Publishing Company.) Hyatt Roller Bearing Co., Harrison, N. J.; honorable mention, Kearney & Treckner, New York.

Best series of no less than six advertisements featuring performances. (Award by *The Iron Age*.) Cincinnati Milling Machine Co.; honorable mention, Oxweld Acetylene Corporation.

Most effective use of arrangement and typography in industrial advertising. (Award by Ben C. Pittsford Co.) Sivyer Steel Co., Milwaukee; honorable mention, Republic Flow Meters Co., Chicago.

Best exhibit of art work in an industrial advertisement, publication or direct mail. (Award by Consolidated Artists Co.) Pittsburgh Plate Glass Company; honorable mention, Celophane Corporation.

Officers for the coming year were elected by the association as follows: President, George H. Corey, Cleveland Twist Drill Company, Cleveland; first vice-president, Allan Brown, Bakelite Corporation, New York; second vice-president, Forrest U. Webster, Cutler-Hammer Mfg. Co., Milwaukee; third vice-president, E. L. Becker, H. W. Roos Company, Cincinnati; secretary-treasurer, E. H. Smith, Hollow Center Packing Co., Cleveland.

Highlights of the Convention

CHARLES F. ABBOTT, executive director of the American Institute of Steel Construction, Inc., hailed with satisfaction the apparent passing of the hold-tight, spend-as-little-as-you-can principle from modern advertising. He told the association that business is now emphasizing the idea of creative spending rather than that of pinching economy.

"Industrial advertising interests," he said, "should assume the greater part of the burden of teaching courageous spending. You must do the educating. It is a big task to break down habit and general outlook on life, which is the real problem that stands in the way, but it can be done.

"The system of producing advertising appropriations is wrong, as practiced by the average firm. The task that is desirable should first be set, and then figure the

cost of accomplishing it, instead of arbitrarily fixing a percentage or setting a figure that can be afforded.

"There is room for improvement in the character of industrial advertising, but on this point the advertiser himself must be educated. He must be brought up and away from the old style of buying space and filling it with a card or the mere announcement of the company name. Space of suitable size to perform the task should be purchased and then filled with real constructive advertising of the modern character. Always its arrangement and preparation should be considered as an investment from which tangible results are to be expected. It should never be classified as an expense or as an offering of charity. Putting up the right amount of money to cover the field effectively calls for



Less Competition!

—and a Larger Family Income



Why exhaust time and money fighting for business in intensely competitive City Markets? The average income of 1,048,000 Southwest Farm Families is $\frac{1}{4}$ larger than that of City Families—and more of it is spendable because Farm Families have much smaller fixed expense. Farm Families will buy by brand when they're sold by brand.

SELL THE FARM & RANCH

Southwest Farm Market

1,048,000 Farm Homes
Annual Income \$2,400,000,000



FARM & RANCH

The Farm Paper of the Southwest

Main Office and Publishing House, Dallas, Texas
Eastern Office, New York, 52 Vanderbilt Avenue
Western Office, Chicago, 122 S. Michigan Avenue



Ernest Tobey, President Metropolitan District Realty Co., Chicago, builder of residence apartments, schools and other structures of the best type.

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BUILDING

Affiliated with **THE ARCHITECTURAL FORUM** **HOME BUILDERS CATALOG**



What reads “—or equal” are you being paged?

The architect uses the “— or equal” clause to protect his client. It permits the builder to get competitive prices and to recommend products of proven worth which are easily available. Thus the builder shares with the architect the responsibility of selecting most of the products which are used.

West Teberg, V.
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type.

Take a Look at Mr. Teberg— Is He Equal To “—Or Equal”?

Not much question about that, is there? Mr. Teberg and thousands of other progressive builders are staunch advocates of quality. Their standards are as high as the architects' and they naturally enjoy the architects' confidence. Believers in quality, they are believers in Building Age which crusades for quality from cover to cover from coast to coast. They *use* Building Age to help their business — why not use Building Age to help yours? S.V.P. Building Age, 521 Fifth Ave., New York City.

BUILDING AGE

*appeals to the bank
account of the builder
who has one*

FOR HEATING AND VENTILATING: and
TALOOD FURNITURE AND DECORATION

courageous spending, but if the advice and service offered by the trade publications are followed, the returns that are possible will far out-shadow the original amounts appropriated."

An Engineer Advises Big Space

C. F. STOLTZ, signal engineer of the Big Four Railroad, disclaimed any technical knowledge of advertising; but, out of his own experience, he did feel competent to say what kind of advertising appeals the most strongly to the engineering mind.

For one thing, he would suggest the use of larger space in the presentation of industrial goods.

"The railroad engineer," he said, "is a busy man. He is going to decide by a glance at the page whether or not your advertisement interests him. He must be convinced by the illustration or by what is printed in the more prominent type, that it will be worth the time taken to read it.

"When we look over the advertising pages of our trade papers, our attention is naturally attracted by those advertisements using the larger spaces, as they are more readily seen. I believe that there are many articles of merit that escape the attention of the busy purchaser by reason of their obscurity. It is appreciated that more space costs more money, but a larger investment with larger returns ought to be more profitable than a small investment with smaller returns. Then, too, the glance appeal, that which is told by the illustration and the big type, must convey to the reader, just as directly and intelligently as possible, what the advertiser can do for him. Then he will decide whether or not to read your whole story."

An Architect's Idea of Good Advertising

LEROY E. KERN, technical secretary of the structural service department of the American

Institute of Architects, New York, declared he would find it difficult and expensive to get dependable information about merchandise in his line were it not for advertising. Logically, therefore, as a representative of architects, he was interested in helping industrial advertisers elevate their presentations to as near perfection as possible.

Characteristically for one in his line of work, he protested against what he called "ugly, bad taste advertising," maintaining his right to do so on the ground that that kind of advertising wastes money belonging to the architect's clients.

"Today the ugly building is an enormous economic waste," Mr. Kern said, "and we want you to advertise in a way to eliminate that waste.

"When your advertising reflects good taste it will exert tremendous influence. The physical appearance of your product is one of its most important elements to the architect in this day when beauty is again having an important part in building construction. Accurately to inform the architect on the point, therefore, your advertising must be correspondingly beautiful."

Merging Brain Power

G. H. CHARLS, president of the Flat Rolled Steel Manufacturers' Association, Cleveland, held that the building of a family spirit which shall place the welfare of the group first is not only an essential law of business, but is natural, practical and fundamentally economic. "The work of the world," he said, in quoting from Merle Thorpe, editor of *Nation's Business*, "is being done in groups."

He illustrated his point by telling of conditions in the flat steel industry wherein, for decades, there has existed a state of over or under-production with its inevitable consequences.

"The National Association of Flat Rolled Steel Manufacturers," he said, "is an impressive example of how the widening necessities of economic life inevitably force co-operation and group activity within an industry. It has for its purpose

the assembling and dissemination of all the facts pertinent to this industry. It is a factual, statistical bureau. It is safeguarding its present markets and creating new markets for its members and customers. We are, through national and class advertising, educating the public to the intrinsic utilities and innate beauty of products made of iron and steel.

"While the organization, plans and equipment of the unit corporations in any industrial group are being consolidated and merged to produce greater economies in operation and distribution, it becomes equally—if not more fundamentally—important to consolidate and merge the merchandising brain-power of the entire group, to the end that the basic cause of the individual's progress and existence—the preference in taste of the ultimate consumer—may be influenced in favor of the products of that group."

Once Again: Price vs. Quality

R. R. WASON, sales manager of the Clark Lighter Company, New York, could not understand why so many producers of merchandise so stubbornly adhere to price, instead of quality, despite the fact that the opposite procedure is the one sure way toward accomplishment plus.

In enlarging upon this point, Mr. Wason told of the Walgreen drug chain's experience in introducing a 20-cent malted milk. The astute Mr. Walgreen, it seems, had been selling a good grade of malted milk at 15 cents, the same as the other drug chains. Then his research department found that, by adding a nickel to the selling price there could be offered to the trade a malted milk as good as possibly could be produced. He gave the order to go ahead; and now the Walgreen product has become strictly individualized. It is such a powerful profit and good-will producer that it is being made the theme of full-page newspaper advertisements; it draws thousands

of customers into the store and pays a greater percentage of net profit than was ever derived from the 15-cent variety.

"Anybody at all acquainted with merchandising," Mr. Wason continued, "can, almost offhand, bring up any number of instances proving this most attractive principle. Here is one more: There are, I suppose, more than 11,000 manufacturers of furniture polish in the United States. You can name five of these, and why? Simply because each sells above the market—sells a better quality at a fair price—and thus is able to stand out from the crowd."

Why Letters Fail as Idea Carriers

D. R. F. E. HELD, professor of economics and business organization in Ohio State University, has been making an exhaustive study of business letters with the object of ascertaining why they so often fail. After personally examining thousands of such letters during the last few years, he has arrived at the conclusion that the business correspondence of the country as a whole is mediocre—and that those of industrial advertisers are in no way an exception.

In suggesting to the association ways in which this condition might be remedied, he laid down these three specific instances of general failure to grasp the underlying principles of successful selling by letter:

1. Advertisers do not know what a business letter is and what its function is.

"A letter," he said, "is the carrier or conveyor of an idea. If the carrier is defective, the idea is not going to get to its destination."

2. Advertisers do not know what is the problem they are trying to solve through a letter—getting into this undesirable state through failure to understand and anticipate the customer's wants.

3. Advertisers do not know that each letter has a clearly definite task to perform and cannot be general in its application. In any event, it reflects the firm, and care should be given to seeing that it conveys the proper picture.



"Our sales increased over one million dollars"

OVER one million dollars increase in sales accomplished "in a great measure" by the New York Herald Tribune! That's the latest New York Herald Tribune result story. It comes to us in a letter from Davega, Inc., owners of a large number of radio and sporting goods shops in New York, Brooklyn and Newark.

Mr. A. Davega, the president of the company, tells the story this way:

"During the past twelve months, we have used more radio and sporting goods advertising in the New York Herald Tribune than in any other morning newspaper. During this period of time our sales increased over \$1,000,000, to a total of \$4,324,000. At the rate our sales are running now, we expect to do \$5,500,000. This increase, we believe, has been accomplished in a great measure through our advertising in the New York Herald Tribune."

"More radio and sporting goods advertising in the New York Herald Tribune . . . sales increased over \$1,000,000 . . . accomplished in a great measure through our advertising in the New York Herald Tribune."

Photographs taken in one of the Davega Stores.

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What a remarkable result story that is! But it is by no means an isolated story. Scores of New York Herald Tribune advertisers give the same account of exceptional results. Sunshine City, a New Jersey real estate development, sold a half-million dollars worth of houses through the New York Herald Tribune . . . Walgreen, one of the largest chain drug store advertisers in New York, find it so profitable they used over *twice* as much lineage in the New York Herald Tribune so far this year as in any other newspaper—morning or evening . . . Revillon Freres, famous Fifth Avenue furriers, now are using the New York Herald Tribune exclusively in the morning field . . . Roxy, the well known motion picture director, says: "I have found it consistently productive and profitable," and Kellogg, one of the largest food advertisers in newspapers in the country, is scheduling *more* advertising in the New York Herald Tribune than in any other New York morning or evening newspaper.

Radio and real estate, fine furs and breakfast food, amusements and drug stores—a varied group? Exactly, and we have only mentioned a few. But the New York Herald Tribune is doing a profitable, result-producing job for *all* of them. Why? Because it is a fine newspaper; because its circulation is concentrated in the better sections of the city and its famous suburbs; because, in itself, its circulation forms a veritable City Without Slums; because its readers have the same justifiable confidence in its advertisements as they have in its news pages; because this confidence leads them to act—and that means **RESULTS** for advertisers.

That is why the New York Herald Tribune, in the first six months of this year, gained more than a million lines of advertising over the same period a year ago; gains in office supplies and in household appliances, in grocery products and in radio, in classified and in financial; gains in classification after classification; real progress in practically every commodity that is advertised, the sure sign of a powerful growing newspaper.

The New York Herald Tribune should be on your New York list because it will produce **RESULTS** for your product!

[This is No. 7 in a series of advertisements based on actual experiences of advertisers in the New York Herald Tribune Market—"A City Without Slums."]

NEW YORK Herald Tribune

NEW YORK
Main Office
225 West 40th Street

SAN FRANCISCO
Verree & Conklin
681 Market Street

CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

DETROIT
Woodward & Kelly
Fine Arts Building

BOSTON
Carroll Judson Swan
931 Park Square Building

A New Use Revives an Old Product

A Washing Machine Adds Dry Cleaning to Its Accomplishments and Cannot Keep Up with Its Sales

By Rexford Daniels

"WHY didn't you tell me your washing machine could dry clean wonderfully when I bought it seven years ago?" asked an irate woman over the telephone.

"Because we only discovered it ourselves last year," replied the Duette Manufacturing Company.

New uses which open profitable fields for sales are constantly being discovered for products. But once those uses have been perfected, the problem of how to put them before the public springs up, especially when it must be done without harm to the present markets. How the Duette company bought a washing machine and is introducing a new use for it, may help others in a similar situation.

The little washing machine which is now called the Duette was originally brought out on two different occasions solely to be used as a washing machine. It had a small sale, but not enough to warrant an extensive organization being built up around it. Time dragged on until last year when the present company became interested in it. Before purchasing it, however, a survey was made among its users to find out what acceptance it had.

From the wife of a tailor was learned the new use of the washing machine as a dry cleaner. The

discovery came as the result of the wife ordering two machines in quick succession. When the order came for the second machine a representative of the company was sent along to deliver it and to find out why she needed two. She said that her husband had taken the

first one to his shop to dry clean clothes with and she wanted one herself at home.

With this new use brought to the attention of the present company, the name of the machine was changed to Duette to denote the double purpose of the machine.

Convinced that the idea had a good selling argument, it was decided to try out the sales possibilities. The machine was taken to a number of department stores, but the reception was not very enthusiastic. To prove the qualities of the dry cleaner, however,

the company asked the store buyers to get soiled dresses from the ready-to-wear departments and a demonstration would be given. When the dresses were cleaned the managers of the ready-to-wear departments were so impressed with the possibilities of rejuvenating their handled stock, and not having to stand losses at reduced sales, that they asked for machines for their own use. As a result, the buyers of the stores were won over

Now ... BOTH DRY CLEANING AND WASHING WITH ONE COMPACT MACHINE

... yet it costs only \$14.95



Saves 80% of your Cleaning Bills Does small washings in few minutes

Yours is the latest method of the Duette machine. It is the only machine that can be used for both dry cleaning and washing. It is the only machine that can be used for both dry cleaning and washing. It is the only machine that can be used for both dry cleaning and washing.

It is the only machine that can be used for both dry cleaning and washing. It is the only machine that can be used for both dry cleaning and washing. It is the only machine that can be used for both dry cleaning and washing.



The DUETTE Dry Cleaning and Washing Machine

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How the New Use Is Being Advertised in Newspaper Space

to letting the machines be placed on display.

From the demonstrations in the department stores, the company built up an acceptance which enabled it to get distribution throughout the city where the new use of the machines was first introduced. With this accomplished, an advertising campaign in local newspapers was launched.

Instead of putting all the stress on dry cleaning, the former use of the machine for general washing was also included. This was done to show that the machine had more than one use and would justify the purchaser spending the sum of \$14.85 for the purpose of keeping her clothes clean. It also overcame the natural objection in the purchaser's mind to the new idea, if it failed satisfactorily to perform its new function, by having her know the purchase would not be a dead loss, but could be used for washing.

The dry cleaning idea also added a new profitable aspect to the business, because it permitted the company to get repeat sales on a dry cleaning fluid, a sales possibility which was not possible before, for any kind of soap could be used satisfactorily for washing, whereas the new cleaning fluid which has been developed is made especially for this machine.

Thus the Duette company has revived the sales of a product by introducing a new use and is telling the public about it without letting the public lose sight of its other use.

Cone, Rothenburg & Noe Open Des Moines Office

Cone, Rothenburg & Noe, Inc., publishers' representative, has opened a Des Moines office. Martin M. Mauger, formerly national advertising manager of the Minneapolis *Tribune* and, for many years with the Des Moines *Register* and *Tribune*, has been appointed manager.

Marjorie Paul with B. B. D. & O.

Marjorie Paul, formerly of the copy department of Henri, Hurst & McDonald, Inc., Chicago advertising agency, has joined the copy staff of the Batten, Barton, Durstine & Osborn Corporation at Chicago.

Change in "Engineering and Mining Journal"

Engineering and Mining World is the name of a new monthly publication which will be issued, beginning in January, 1930, by the McGraw-Hill Publishing Company, New York. McGraw-Hill will also publish a new weekly in the same field to be known as *Engineering and Mining Journal Metal and Mineral Markets*, which will also make its appearance the first of the year.

Engineering and Mining Journal, the parent publication of the group, will be published semi-monthly instead of weekly following its last issue for 1929. Following the change, it will confine its circulation to the United States and its possessions. *Engineering and Mining World* will deal with the operating, technical and business problems of all mineral industries of the world and will have an international circulation.

Engineering and Mining Journal Metal and Mineral Markets will be a new condensed form for continuing the market report at present embodied in *Engineering and Mining Journal*. H. W. Clarke is publishing director of the group and A. W. Allen is editor.

Miss D. A. Glover Joins Criterion Advertising Company

Miss Doris A. Glover, formerly office and production manager of the Progressive Engraving and Electrotone Company, Inc., Providence, R. I., has joined the staff of the Criterion Advertising Company, Inc., New York.

Lucille Dollee Appoints Hart Lehman

Lucille Dollee, Cleveland, beauty preparations, has appointed Hart Lehman, Advertising, of New York, to direct its advertising account. Magazine advertising is being used.

"Farm and Fireside" to Become "The Country Home"

Farm and Fireside, published by the Crowell Publishing Company, New York, effective February 1, 1930, will be changed in name to *The Country Home*. The change is one of name only.

Sudanette Account to Doremus

The Sudanette Company, Inc., New Bedford, Mass., manufacturer of Sudanette cotton fabric, has placed its advertising account with the Boston office of Doremus & Company, advertising agency.

Bank Appoints Critchfield

The advertising account of the Philadelphia National Bank has been placed with the Philadelphia office of Critchfield & Company, advertising agency. Newspapers and banking papers are being used.

Why
those cameras
in your head
take clearer, sharper pictures in
YELLOW-GREEN *Light*

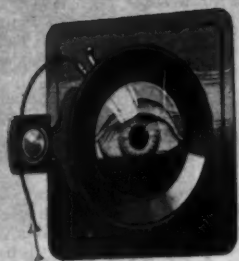
LIGHTED —by imagination

Possession of the facts, often available to all, is only the beginning of advertising wisdom. *Expression* of the facts, an art by no means available to all, is the goal of advertising service. The alert agency knows that Imagination — trimmed or magnified as the specific market demands — is, literally, the work-light of business.

The E R I C K

230 PARK AVENUE, NEW YORK CITY ~ N

Why
those cameras
in your head
take clearer, sharper pictures in



YELLOW-GREEN Light

Your eyes are like cameras. As with all other cameras, the kind of picture they take depends on the quality and quantity of light. For—to make it very plain—your eyes do not take a direct impression of an object, but record an image which is produced by light reflected from the object. These reflections, in daylight, are composed of all the colors of the rainbow (or spectrum)—blended to make what is called "white" light.

Your camera-like eyes are unable to bring all these colors which compose white light to a focus on the retina. Should they be focused for a color at one end of the spectrum, say red or orange, the colors at the other end, blue and violet, would be out of focus. So, when white light enters your eyes, Nature compensates: your eyes focus on the middle color, yellow-green.

Cooper Hewitt light is composed almost entirely of these yellow-green rays—the best seeing rays of

the spectrum. That's why all objects in your field of vision under Cooper Hewitt light stand out so sharply and clearly as if magnified. There is no glare—no dark shadows.

This is one of many reasons why Cooper Hewitt light is actually better than daylight—why it is used so extensively in industries where clear vision and eye comfort are most important. Cooper Hewitt Electric Company, Hoboken, N. J.

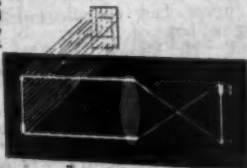
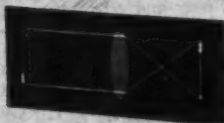


Diagram illustrating the effect produced when white light passes through a lens such as that in the human eye. The light is split into its various colors, only one of which can be focused sharply. The other colors bring light rays out of focus tend to make the image less

When Cooper Hewitt light (which is pure yellow-green) passes through a lens similar to that in the eye, the image produced is sharp and clear, for the effect is practically that of a single color, and that the best seeing color and the easiest on the eye.



COOPER HEWITT

A General Electric
Organization

CK S O N Co.

CITY NEW YORK CENTRAL BUILDING

Outside Looking In

NEW YORK

Editor of PRINTERS' INK:

I am selling a line of watches direct to the retail store. The store owners demand an advertised watch, claiming it a line of least resistance and it has consumer acceptance. Besides they themselves don't have to use any salesmanship.

It so happens the outfit I am connected with cannot advertise at present. What are we poor salesmen to do? Give up, quit? Because we can't make a living? I speak of service, beauty and durability, but to no avail.

Is there any way I can overcome this obstacle?

L. REINER.

THE boy who works in the candy store may think that his hours are long and his boss unappreciative. He may think that he has to wrap up too many bundles in the course of the day and the continual odor of chocolates may almost cloy his palate. But the little boy with his face tight against the show window looking in, who has never had enough money to buy a box of candy, knows different. He knows that the little boy inside is sitting pretty. Candy all around him. Candy to eat. Spending his day in an atmosphere of excitement and sweetness.

Thus does the letter from Mr. Reiner strike us. He is a little boy on the outside looking in and it seems to us, were we a manufacturer whose salesmen don't enthuse sufficiently about the firm's advertising, we would make a copy of his letter and paste it up on the bulletin board.

Frankly, our sympathy goes to the man who is on the outside looking in. The retailers quoted by our correspondent use words which are commonly attributed only to advertising men and tell the salesman for the unadvertised watch that advertising would make his product easier to sell. Have the salesmen for nationally advertised products ever wondered what would happen to them if their firms should suddenly discontinue the advertising in which they may not take the proper amount of interest? Let them read Mr. Reiner's

letter carefully and be thankful that they work for a concern which uses advertising to help them sell.

When the concern with which he is connected tells the salesman that it cannot advertise at present, we wonder exactly what it means. Certainly it must be doing some sort of advertising. It must issue a booklet, print its name on its letterhead, have its name on the factory door. Perhaps our inquirer should suggest a modern type of advertising which would help him sell.

While the concern may not be able to use the big space which its competitors now use, it might start on a moderate sum and build up. For if there is no disposition on the part of the concern for which a salesman works to consider the use of advertising at all, then it would seem logical for him to get a job with a concern which does believe in it. In these modern days the factory which does not consider carefully the advisability of doing everything it can to make its salesmen's work easier is on the way out. No salesman wants to work for a concern which won't use a telephone and modern machinery; which insists upon doing business by old methods when the new ways are proving their efficiency and effectiveness so fast.

Sorry, Mr. Reiner, this is a publication for advertisers. While we can't offer you many words of comfort, we thank you for your letter, for it brings a bit of effective testimony to use in convincing salesmen who don't know how well off they are.—[Ed. PRINTERS' INK.]

H. C. Dart with Albert Frank Agency

H. C. Dart, formerly in charge of market analysis for the Chicago *Daily News*, has joined the Chicago office of Albert Frank & Company, advertising agency, as marketing counsel and account executive.

E. R. Dibrell Elected to Associated Dry Goods Directorate

Edwin R. Dibrell, vice-president and merchandise manager of the Associated Dry Goods Corporation, New York, in addition, has been elected a director of that organization.

.... consider established habits in selling CINCINNATI

Does your advertising in Cincinnati conform to the established habits of the people in this wealthy market?

Advertising in the Metropolitan Cincinnati area will prove most effective by applying these two facts:

In Metropolitan Cincinnati—

1. 100,018 families* have formed the habit of reading the Times-Star in their homes regularly. The largest "home-effective" coverage of any Cincinnati daily newspaper.
2. The heads of 67,125 families* have expressed themselves as preferring the Times-Star for advertising. The highest reader acceptance of any Cincinnati newspaper.

By physical size and reader acceptance the Times-Star is the major newspaper market in Cincinnati.

This one newspaper supplies maximum coverage and positive results—positive because the Times-Star is the accepted advertising medium.

*These figures are taken from an unbiased study recently made of population reading and buying habits in Metropolitan Cincinnati.

The Cincinnati Times Star

Eastern Representative
MARTIN L. MARSH
24 West 40th St.
New York City, N. Y.

Western Representative
KELLOGG M. PATTERSON
904 Union Trust Bldg.
Chicago, Ill.

COPYRIGHT 1929

91,577 Lines of Radio Advertising in one issue!

Again The Press demonstrates its supremacy in the Pittsburgh Area! In the largest newspaper ever issued in Pittsburgh (164 pages), The Press on Sunday, Sept. 29 published 91,577 lines of display Radio advertising in connection with the opening of Pittsburgh's 1929 Radio show, exceeding its own 1928 record by 45,279 lines!

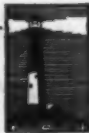
91,577 lines of display radio advertising . . . placed by radio manufacturers, distributors and dealers in one issue of the dominant newspaper . . . is the radio world's confirmation that Pittsburgh is an unusually responsive radio market . . . and that The Press is an unusually productive advertising medium!



The Pittsburgh Press

A Scripps • Howard Newspaper

**NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
230 PARK AVE., N. Y. C.**



**MEMBERS OF THE AUDIT
BUREAU OF CIRCULATION
... OF THE UNITED PRESS
and of
MEDIA RECORDS, INC.**

**CHICAGO • SAN FRANCISCO • LOS ANGELES • DALLAS
DETROIT • PHILADELPHIA • BUFFALO • ATLANTA**



1,185,835 people in Allegheny County (Metropolitan Pittsburgh) have incomes of \$1,000 or more.

Per capita expenditures are \$1,126



The Chicago Herald & Examiner

Announces that effective
October 1st, it will
be represented in the
NATIONAL FIELD

by

PAUL BLOCK, INC.

247 Park Avenue

New York City

CHICAGO
PHILADELPHIA

BOSTON

DETROIT
SAN FRANCISCO

Innovations of the "Look-Down" View

Perspective as an Expedient Where the Advertisement Illustration Is Asked to Portray Difficult Subject Material

By W. Livingston Larned

IT was not until a dozen years ago that perspective began to play a really important part in advertising illustration. Conventional points of view seemed to suffice and it did not occur to artists and photographers to study out new angles for figure work and still-life compositions. Such camera studies in this direction as had appeared were distorted as to perspective and therefore looked on with disapproval.

Insofar as the camera was concerned, these distortions were finally overcome. Modernistic art, in the meanwhile, gave genuine value to abnormal perspective, when the campaign permitted. And of all the possibilities, the look-down view rapidly became the choice until, at the present time, a most remarkable series of exhibits is the fruit of years of study and studio investigation.

Variety and individuality of technique, whether the subject is drawn or photographed, is no more interesting than the dramatized perspective. But this is of less significance than the use of the look-down view when a definite objective in composition is demanded, and where a peculiar blend of effects gives an illustration its real "punch."

An air-conscious generation has come to accept the look-down view as the most natural thing in the world. Entire cities are spread on the advertising canvas as aerial photographers supply material which was utterly impossible before. A manufacturing plant covering many acres is photographed from above in one all-inclusive

panorama that really does it justice. It has been necessary, prior to this, to have such illustrations made by artists from blueprints, and a normal "surface" rendering failed to include the entire institution.

The singular part of it is that a



This Photograph in Natural Colors Illustrated a Sunkist Orange Advertisement—It Turned Common Objects into an Unusual Picture

photograph of a washing machine or a tin of beans can be made fully as interesting, when taken from above, as a formidable composition made up of acres of manufacturing structures. There are few, if any, technical restrictions. And it is by no means uncommon for an entire series of advertising illustrations to be based on unusual perspective.

This has been true of the pages in color for Sunkist products, with their air-minded, look-down interpretations of bowls of fruit, drug store interiors, special orange juice containers and the like. Rather trite and commonplace themes take on an entirely new interest when "seen from above."

In one of these advertisements



This Illustration, from a Tarvia Advertisement, Permitted the Showing of a Number of Popular Summer Recreations by Means of a Well Drawn Look-Down View Map

there was a beautiful view of a glass of orange juice, fresh from the patented juice extractor as used at soda fountains. The bubbling juice, the scintillant glass, the marble rest on which it stood, all of these were heightened in pictorial importance and individuality by the striking character of the look-down perspective. The public saw so ordinary a thing as a glass of orange juice in a new and quite artistic way.

Think what the perspective view meant where a sliced orange was the subject desired. The flavorful heart of the fruit could be pictured with infinite detail, actual size. Natural photographic color supplied the last ounce of realism.

Some of the most attractive arrangements of this series have embraced look-down scenes of people seated at soda fountains, the glasses of orange juice forced into the forefront of perspective importance.

Taken from more conventional angles, these same subjects would, unquestionably, have been commonplace as illustrative material goes today. The camera has, indeed, opened up a rich new mine of compositions.

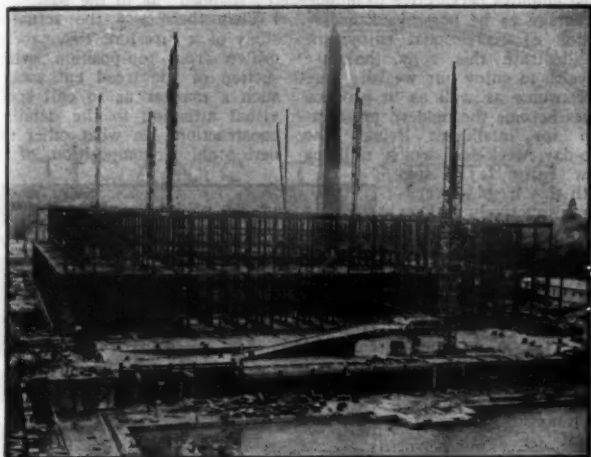
The Sunkist campaign is only one of many in which look-down

perspective provides the true note of sustained originality. At least ten of the more recent Hawaiian Pineapple Company advertisements are in this spirit, and handled with great ingenuity, too. These illustrations all seek one objective, namely, to emphasize the name "Dole" stamped on the tops of the tins. "Look for Dole stamped in the top" is a fixed slogan.

A characteristic arrangement features a grocery store clerk piling tins of pineapple on the shelf nearby. He holds a number of cans in such a manner that the circular tops point outward. The one he is lifting to the shelf likewise calls specific attention to "Dole."

This particular photograph is less interesting, perhaps, as applied to the school in question, than another camera study looking directly down upon two cans, one of which has been opened, exposing the rich, golden-yellow fruit. It's top, put aside, and the top of the unopened tin, are perfectly composed and displayed for visual prominence. By basing the complete campaign of illustration on perspective novelty, a look-down theme is serialized.

In an advertisement of timely significance headed, "Five-day



The New Department of Commerce Building, Now Under Construction in Washington, D. C., Occupying Four Entire City Blocks

Greater Washington — Growing Greater

Nothing more graphically demonstrates the constantly growing importance of Washington, D. C., as a consuming market than the great structures of stone and steel which are being erected by the U. S. Government to provide demanded facilities for the conduct of the Nation's expanding business.

The program already under way involves the expenditure of \$200,000,000, adding significantly to the material prosperity of the Washington Market and the more than 800,000 people who live in the compact area embraced in Washington City and 25-mile radius into Maryland and Virginia.

It takes just ONE advertising appropriation—spent in just ONE newspaper—**THE STAR**—to completely and influentially cover this market from one end to the other. The **EVENING** and **SUNDAY STAR** are delivered directly and regularly into the homes in the Washington Market.

The Evening Star.

With Sunday Morning Edition

WASHINGTON, D. C.

New York Office:
Dan A. Carroll
110 E. 42nd Street

Chicago Office:
J. E. Lutz
Lake Michigan Building

weeks—Two-day week-ends," the artist employs perspective to unique advantage as he portrays a cross-section of recreational enjoyment to illustrate this copy thought: "Health to enjoy our wealth—time to consume as well as to produce—has become the modern prescription for intelligent living. The two-day week-end which millions now enjoy is in step with this trend. Everyone instinctively realizes *We'd be lost without the automobile.*"

At this juncture, the text turns to the fact that good roads are a link in the chain and that Tarvia is unexcelled for road construction. To illustrate the subject, the artist drew a humorous picture of a blend of play-places, sports and interlacing roads, "taken" from almost directly above. In no other way would such a composition be possible, of course. For perspective permits showing not a single, flat elevation and a limited number of points of interest, but a little world of two-day week-end fun.

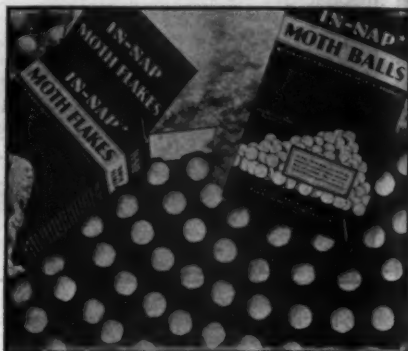
There is a glimpse of the ocean and its bathers, tennis, hot-dog stands, fishing, mountain climbing, hunting, yachting and a dozen other favored recreations. This unique composite is the result of a simple study in look-down perspective and is thoroughly in line with the modern illustrative trend.

The series for farm magazines as used for Timken Bearings puts perspective to work in its behalf through airplane views of prosperous farms. The camera pictures, not a group of buildings alone, but the entire acreage of each farm, and there is an astonishing amount of intricate, interesting detail, by the way.

A Willard Battery series uses this perspective scheme along original lines, as it photographs car owners and service station attendants from above, at rather sharp angles. These subjects would not

be considered out of the ordinary if "snapped" as in the past.

Then there was the actual-size study of a Firestone tire, carefully drawn from top-position, with a section of the tread cut away in such a manner as to call specific visual attention to the details of construction. In what other manner could a composition of this



Such Commonplace Things as Moth Balls Are Made Beautiful by Clever Arrangement and an Unusual Perspective in This Illustration

most interesting type be arrived at?

Where a vast number of separate units must appear in a single picture, the look-down view is indispensable, whether drawn or photographed. That is why the Timken farm series has been so successful. A farmer can study out every mile of the other fellow's establishment, even to tractors in fields, barns and outhouses.

How much of a farm, for example, could be photographed by someone standing on a level piece of ground somewhere near the subject? One building would hide another. The fields beyond would be "out of the picture" and out of camera range, surely.

The Sheet Steel Trade Extension Committee, in its present institutional campaign, presents farm and other buildings from above at interesting angles, every essential fragment of technical detail included and tabulated with hand-lettered inserts. These aerial views incorporate at least three planes of

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MEANS TO ENDS

October 21st will mark the fiftieth anniversary of Edison's invention of the incandescent electric lamp—Light's Golden Jubilee.

Did Edison create the incandescent lamp for glory, fame and gold—as an end in itself? No!

Without thought of selfish gain in any form, he created in the broadest spirit of human service—and how well he wrought!

As a beneficiary of Edison's great gift, we here acknowledge the debt and point to a similarity in attitude toward our own accomplishments. For we look on both "run-of-press" and direct-mail printing purely as a means to an end—a vehicle conveying a message of importance from *here to there*.

Incidentally, and apropos of Light's Golden Jubilee, may we send you a complimentary copy of Arthur J. Palmer's "Life of Thomas A. Edison in Word and Picture," originated, planned and produced by us for Mr. Edison, and containing 312 illustrations.

So far as we know, this is the first graphic biography ever published in book or pamphlet form.

Isaac Goldmann Company

FOUNDED 1876

PRINTING OF EVERY DESCRIPTION

80 LAFAYETTE ST
NEW YORK, N.Y.

TELEPHONE
WORTH 6080



Better Times Seen

**Industry Spending \$20,000,000 Monthly
on Improvements, Association Reports.**

**Gross in 1928 Was \$1,117,000,000 and
Net for First Half of This Year Up 1.75%.**

Special to The New York Times.

Atlantic City, N. J., Sept. 29.

A billion-dollar business was done last year by the local transportation industry of the United States, operating rail cars and buses under traction management, according to a statement given out today by the American Electric Railway Association, in convention here. Encouraged by this income, the local transportation industry is spending \$20,000,000 monthly this year in improvements and betterments.

Buses no longer are considered a serious competitor. Most of the important urban lines have been absorbed by rail management, about 22,000 being operated by the traction companies in conjunction with 75,000 rail cars.

The total number of passengers carried last year was 16,000,000,000, of which 15,000,000,000 were carried by rail cars and 1,000,000,000 by buses.

The industry in 1928 did a gross business of \$1,117,000,000, and the net return on this business was \$70,800,000. This net earning, de-

eeor Traction Lines

spite its small percentage to the gross, was the greatest of all time. In 1922, the last year that the United States Census Bureau reported on net of electric railways, the total was \$56,650,000. This is a healthy sign.

* * * * *

IN 1907, when there were few automobiles on the city streets, the street cars of the United States carried 9,000,000,000 passengers and the street car advertisers were very happy to get such a large circulation.

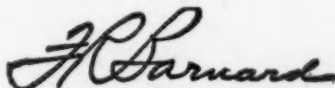
You probably wonder at the increase of 6,000,000,000 passengers yearly since that time despite the tremendous growth of the automobile industry during the same years.

The explanation is in the growth of the cities as you will see from the following—

In 1910 there were 184 cities exceeding 30,000 population with a total of 27,316,407 people or 30% of the United States.

In 1926 there were 250 cities exceeding 30,000 population with a total of 41,840,033 people or 36% of the United States.

The population figures show an increase of 55% and the street car rides show an increase of 67% so it is evident that the street cars are now carrying more members of more families more often than 20 years ago.



National Advertising Manager.

STREET RAILWAYS ADVERTISING CO.

TIME



TO REACH THE MOST INFLUENTIAL U.S. FAMILIES •• ECONOMICALLY, EFFECTIVELY.

Behind the figures . . .

... tangible results.

"The only magazine of general circulation . . . that pays out on the basis of direct returns." So says an advertiser who has used **TIME** consistently for six years, annually increasing his appropriation.

This statement is quoted from one of a dozen letters, frank, businesslike and (originally) confidential, received by a **TIME** prospect who looked before he leaped—and then leaped.

Such letters indicate why **TIME's** advertising lineage increased 88% the first seven months of 1929 over the same period of 1928.

RESULT—VITALITY

Ask the Promotion Manager to send you the booklet, "Twelve Letters Out of a Clear Sky." **TIME** guarantees 300,000 average net paid for 1930.

THE VITALITY OF TIME'S PAST AND PRESENT INSURES TIME'S

FUTURE

Oct. 10

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perspective, whereas a single "ground elevation" scene would elaborate one phase only.

A necessary pictorial argument in behalf of Easy Washing Machines is the inside mechanism of the device, but a mere mechanical drawing, alone, of this section would not interest women, dissociated from the remainder of the washers. Views in homes and in salesrooms, with figures skilfully posed, also include the opened-up electrically operated washing machines as photographed at an angle. Thus the mechanism is pictured in its proper place as a logical part of every composition.

One of the most interesting and artistic campaigns of illustrations of recent years took as its subject close-up views of used spark plugs, in direct, look-down perspective. Enlarged somewhat, they illumined just what took place after 10,000 miles of intensive use. Veterans of the hot spark, they became real "portraits" of action under the sharp eye of the camera.

What a boon perspective has been to those advertisers of food products who desire to show prepared recipes adequately. Side elevation studies were never satisfactory. How could they be when so little of the product could be included? By the latest method, color photography catches the elusive drip of cream over berries, and the beads of gravy on a slice of emptying fried ham.

So many, many products or subjects call for a picturization of top-view perspective. It may be anything from a parlor rug to the inside of a carpet sweeper. And it is just as easy for the artist to accept this conception as for the camera to point down. Where themes are complicated, as in the

case of machinery, the best plan is first to take a photograph from which the detail may be secured for an original composition. This idea works out well, also, in the preparation of drawings in any medium of still-life arrangements.

It is an age of "from the air" perspective. No longer do such

more million

THE CIGAR WITH THE LONG ASH

Wm. Penn
5 cents
a GOOD cigar

These artists used more skill than of any other in the world to make this advertisement of The Cigar with the Long Ash. To create the composition, photographing and making the drawing. The cigar counter in the foreground, 1929-1930, was approximately a million a day. The largest, most amazing picture ever recorded by eye sight in one year! But the reason for the popularity and success of Wm. Penn is the long filler 5-cent cigar and the big 10-cent 5-cent cigar.

Here the Artist Has Achieved an Interesting and Modernistic Effect by a Look-Down View of a Cigar Counter

compositions seem strange, unreal and distorted. As proof of the fact that this plan is advantageous, it is only necessary to glance through magazines and newspapers, where, in some instances, a percentage as high as 50 per cent is discoverable.

The more unusual the angle at which the picture is made, the more strikingly original and characteristic it is certain to be, in this constant search for novelty in illustration. The commonplace is made to seem exactly the opposite. Advertisers who seek a new pictorial angle would do well to look to the bird's-eye view, as applied to their specific products or problems.

The modern note that has invaded art, photography, architecture and design has also had its influence in the realm of typography. BUNDSCHO as usual has set the pace.



J. M. BUNDSCHO, INC.
Advertising Typographers

65 EAST SOUTH WATER STREET
CHICAGO

HERE TYPE CAN SERVE YOU

product Switzerland Cheese and to brand the name "Switzerland" on the rind of each cheese made by members of the "Union." Almost a year of discussion and experiment was consumed before these preliminary matters were finally settled.

Devising a satisfactory method of branding the cheese proved to be a task of almost insuperable difficulty. Switzerland cheese comes in "wheels"—it is sold to the consumer in slices. The method finally hit upon of stamping the word "Switzerland" on the rind makes it exceedingly difficult for a slice of cheese to be cut so thin that it does not have on its rind at least one impression of the word. This name, by the way, has been protected in the United States.

A three-year campaign was decided upon, it being agreed at the outset that practical results could not be looked for in less than that length of time. Two national magazines were selected. Full pages in four colors on a once-a-month basis have been used from the start. The increase contemplated for 1930 will probably take the form of rotogravure in Sunday metropolitan newspapers.

Brand Always Conspicuous

The magazine advertisements are notable for their distinctive layout, the ingenious way in which the product is illustrated to show the manner of branding the cheese on its rind, and for the clever way in which luncheon suggestions are presented and different ways of serving Switzerland Cheese are shown. Moreover, quite a quaint and "Swissy" flavor is given to the advertisements by corner decorations in the form of pictures of native scenes. In addition, each advertisement usually bears, above the English caption, a translation of it in French or German. For example, one advertisement bears the caption, "The many imprints of 'Switzerland' on the rind identify the cheese whose flavor cannot be copied," while directly above, in small caps, are the words, "Les nombreuses impressions du mot Switzerland sur la croûte

identifiant le fromage a l'inimitable saveur."

In connection with the campaign during 1929, a recipe booklet was issued and reference to it embodied in the advertisements. The booklet is 16 pages, envelope size, printed in colors. Many of the recipes are illustrated.

Many evidences of the success of the advertising campaign have been observed during the two years it has been in operation. Sales, as already remarked, have increased substantially. The growing use of the name, "Switzerland Cheese," instead of "Swiss cheese," among exporters and the trade generally is one of the unmistakable signs that the campaign is having its effect. Which is all the more remarkable when it is considered that the Switzerland Cheese Association employs no salesmen. The advertising campaign is doing the whole job.

Death of W. J. Connors

William J. Connors, chairman of the boards of both the Buffalo, N. Y., *Courier-Express* and the Great Lakes Transit Corporation, died recently at Buffalo. He was seventy-two years old.

Mr. Connors started his career as a laborer on the docks at Buffalo. Later he organized a group of stevedores and contracted for the unloading of vessels. In 1895 he acquired the Buffalo *Enquirer* and soon afterward established the Buffalo *Record*. In 1897 he purchased the Buffalo *Courier*, which absorbed the *Record*.

In 1916 Mr. Connors organized the Great Lakes Transit Corporation, which gave him virtual control of Great Lakes shipping facilities. His next step in the expansion of his Northern interests was to lease the repair shops of the New York Central Railroad located at East Buffalo and operate them himself.

Mr. Connors was an active real estate operator in Florida, having purchased and developed a large tract of Everglades property.

He is survived by four daughters and a son, William J. Connors, Jr., who manages his father's newspaper properties.

Trust Accounts to Critchfield

The Camden Safe Deposit & Trust Company, Camden, N. J., and the Cambridge Trust Company, Chester, Pa., have placed their advertising accounts with the Philadelphia office of Critchfield & Company, advertising agency.

Joins San Francisco Printer

Frank Linehan has been appointed sales manager of the Progress Printing Corporation, San Francisco.

GOLF CLUB OFFICIALS

Inquiries were mailed to 305 officials of 62 Golf Clubs in the Boston trading area. Of the 155 who replied

★ **92%** ★

read the Boston Transcript Golf News

"Am leaving for California," said one, "and have ordered Transcript sent to me." "The best golf news" from another. "Linde Fowler writes best golf news of any correspondent in the United States." And so on, from many others.

★ ★ ★

Boston Evening Transcript

Highest Ratio of BUYERS to Readers

CHARLES H. EDDY CO.

R. J. BIDWELL CO.

Boston New York Chicago San Francisco Los Angeles

The Cincinnati Post



There Are

2

SEPARATE AND DISTINCT
WAYS OF BUYING
POST
NATIONAL
ADVERTISING

THE CINCINNATI POST

A SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPARTMENT
OF SCRIPPS-HOWARD NEWSPAPERS
230 PARK AVENUE, NEW YORK CITY

CHICAGO

SAN FRANCISCO

LOS ANGELES

DAL ROIT

YOU CAN CHOOSE . . .

PLAN No. 1

O-K Circulation in the O-K Market

National advertisers need not buy the total circulation of The Cincinnati Post. Those who are concentrating their sales efforts on Cincinnati and its actual trading territory—the **O-K Market**—can buy The Post's **O-K Circulation** of more than 161,000. This gives the greatest newspaper coverage of the area proclaimed by distributors, dealers and advertising agencies to be Cincinnati's real trading area.

OR PLAN No. 2

Total Circulation in the Rich Ohio Valley

To those who have or desire national distribution in Cincinnati and throughout the rich Ohio valley, The Cincinnati Post offers its total circulation of 195,027 (A. B. C.)—the greatest of any Cincinnati newspaper—at a rate slightly higher than that asked for **O-K Circulation**.

Thus The Post alone offers to national advertisers a chance to take their choice in selecting advertising to coincide with their sales plans.

ATOST



SCRIPPS-HOWARD

MEMBERS OF THE AUDIT
BUREAU OF CIRCULATIONS
--- OF THE UNITED PRESS
AND OF
MEDIA RECORDS, INC.

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DAL ROIT

PHILADELPHIA

BUFFALO

ATLANTA

A NEW DEAL

Out of the changes that have come about in the San Francisco evening newspaper situation ... The News emerges ... a bigger and better paper ... with position strengthened and influence increased.

This has been possible because of the consistent, solid, even phenomenal growth of The News.

To adequately cover the rapidly expanding San Francisco market, any list must include The News ... a medium, now more than ever, productive of results.



*White in Color
White in Policy*

The San Francisco News

One of the Scripps



Howard Newspapers

National Advertising Department, Stuart S. Schuyler, director, 230 Park Avenue, New York
Chicago — San Francisco — Detroit — Los Angeles — Atlanta — Philadelphia — Buffalo — Dallas

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Educate the Foreign Buying Public to the Merits of Your Product

And They Will Buy—Even Though It Be Something to Which They Are Not Accustomed

By Dr. Julius Klein

Assistant Secretary, Department of Commerce

CORRESPONDENCE of the Department of Commerce would seem to indicate that a few, at least, of our American manufacturers still believe that it is useless to try to sell foreign peoples anything to which they are not already accustomed—that unless they know all about an article and have long recognized its merit they will obstinately refuse to buy.

Such an idea, however, is fallacious and misleading. It has been refuted by the successful efforts of hundreds of American manufacturers abroad. It is wrong to attribute an excessive conservatism to the general run of foreign buyers. True, there are certain regions of the earth where age-old ideas seem to have an almost impregnable hold—but for the most part the reverse is true.

Especially striking has been the change since 1913. The war and its consequences produced a world-wide "ferment"—a stirring of new forces—and reaching out toward new goals. And this was true almost as much in the commodity field as in the political and social phases. Through troop movements, enforced migrations, and voluntary shifts, previously backward peoples became familiar with modern conveniences of which, until then, they had been almost wholly unaware.

Thus new wants were born. Keen aspirations for better, more comfortable living were kindled. This impulse was stimulated by the "nationalism" engendered in the countries whose independence had been newly won. They had become discontented with deprivations and makeshifts. There was a burning desire and determination

to be modern—to have as good things as anybody—to plunge boldly into the kaleidoscopic, on-rushing current of modern material existence.

In what direction should those people turn to satisfy such inclinations? Where but to the United States, the country whose reputation for being in the vanguard of mechanical proficiency and whose fame as a source of all kinds of useful novelties had penetrated, in varying degrees, to practically every section of the earth. American inventions enjoyed unsurpassed prestige. The names of Edison and Ford, especially, had come to be known in the depths of the Congo, in the interior of Sumatra, and many other American inventors and their products received a just meed of foreign admiration. New York's skyscrapers and the marvelous facilities for speeding up the life of that city had become, to many foreign minds, a legend and a goal.

So the word "American" became something of a talisman—a spell to conjure with—to the more ardent, progressive spirits abroad who were eager to reshape their environment in conformity, so far as possible, with the more advanced ideas. They looked expectantly and confidently to us.

This favorable disposition was furthered by a number of highly significant factors. One of the foremost among these was the world-wide vogue of American motion pictures.

Other factors contributing to our position in certain lines are the numerous colonies of American engineers resident abroad, and the rapidly increasing foreign circulation of our technical magazines.

A still more potent force is to be found in the countless visits of

Portion of a recent address over the associated stations of the Columbia Broadcasting Company.

foreign delegations to our shores since the termination of the war. Some of these, to be sure, were motivated mainly by the desire to learn our methods so that they might go home and introduce like methods in their factories. An intensified competition might conceivably spring from such very specialized missions as those. But many other delegations come on errands not intimately related to manufacturing processes, and their studies and observations have unquestionably redounded to the benefit of our exporting industries. They have, for the most part, been enormously impressed with the material attributes of our civilization—the machinery that enables it to run as smoothly as it does—and they have gone home and told their compatriots about it.

All these things have worked together, in different ways and degrees, to make many American manufactured articles the standard of the world. With what result, we may ask, in terms of dollars and cents?

At the beginning of this century, in the period 1901-1905, finished manufactures formed only 24 per cent of our total exports. In 1913 the percentage was about 32. But during the first half of the present year this class of merchandise formed more than 52 per cent of all the goods we shipped abroad.

In more lines than I could enumerate, American goods may be considered as representing the present "world standard." Of course, we must not go too far in self-congratulation over this development. We must not exaggerate its scope. We must recognize quite frankly that there are still important lines in which some Americans are disposed (justly or otherwise) to look abroad for the models of maximum excellence. Those lines are, in the main, closely related to fashions—"the mode"—or to the arts. France contrives to hold a premiership in respect to certain things that appeal especially to feminine fastidiousness (though that dominance is not nearly so marked as it once was, and is being vigorously and rightly challenged by producers within our borders).

Where the arts are concerned, our remaining fealty to foreign models is mainly in the restricted matter of design—particularly designs of traditional folk-art or those associated with definite historic periods. But this allegiance to designs of foreign origin tends to be, for our manufacturers, a merely intellectual obligation. The typical foreign designs, or modifications of them, can readily be applied to goods which, in material and manufacture, are altogether American. In fact, there has been more than one instance in which a shrewd utilization, by our manufacturers, of designs securely entrenched in the consciousness of foreign peoples has resulted in a decidedly worth-while trade.

Our purely esthetic indebtedness to foreign designs is in process of being lessened by a bizarre and intermittently brilliant movement that is now impinging powerfully on factories and marts, both here and in Europe. I refer, of course, to modernistic design as expressed in furniture, interior decoration, fabrics, textiles and in many other ways.

Modernism, whatever its merits (and these are by no means slight), has virtually no background—unless we regard as background the odd sculptures of Brancusi and certain weird paintings which are judged to be famous (or infamous, according to the view of the critic). It is bursting, full-fledged, from the minds of contemporary men with futuristic visions. So it is a sort of *lingua franca*, common to all who can use it. No nation can lodge any special claim to geometry, or the fantastic manipulation and distortion of geometric figures. Evidence is rapidly accumulating that our craftsmen are going to be just as adept as any in applying to concrete objects the concepts of modernism. It is by no means improbable that they will prove able to excel in this field—and that other entries will thus be chalked up in the list representing our merchandise supremacy.

The vast preponderance of "indebtedness," so far as adaptation and "conformity" in merchandise

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Why "Typography That Sets Up An Ideal?"

CALLING without standards is doomed to decay and disintegration. Unethical practices, personal irresponsibility, underhanded competition and unsystematized charges are bad alike for seller and buyer. It is our pride that we have cleansed the Augean Stables of Typography, modernizing an old and noble craft into one of unity, probity and ideals. Buy typography only from members of Advertising Typographers of America whose names are listed immediately below:

Members Advertising Typographers of America

Boston
THE WOOD CLARKE PRESS
THE BERKELEY PRESS

Chicago
ARKIN ADVERTISERS SERVICE
BERTSCH & COOPER
J. M. BUNDSCHO, INC.
HAYES-LOCHNER
HAROLD A. HOLMES, INC.

Cleveland
SKELLY TYPESETTING CO.

Detroit
GEORGE WILLENS & CO.

Indianapolis
THE TYPOGRAPHIC SERVICE
CO. *Los Angeles*
TYPOGRAPHIC SERVICE CO.

New York City

AD SERVICE CO.
ADVERTISING AGENCIES
SERVICE CO.
ADVERTISING-CRAFTSMEN,
INC. (A-C)
ADVERTISING TYPOG-
RAPHERS, INC.
THE ADVERTYPE CO., INC.
E. M. DIAMANT TYPO-
GRAPHIC SERVICE
FROST BROTHERS
DAVID GILDEA & CO., INC.
HELLER-EDWARDS TYPOG-
RAPHY, INC.
MONTAGUE LEE CO., INC.
FREDERIC NELSON PHILLIPS,
INC.

ROYAL TYPOGRAPHERS, INC.
SUPERIOR TYPOGRAPHY, INC.
SUPREME AD SERVICE
TRI-ARTS PRINTING CORP.
TYPOGRAPHIC SERVICE CO.
OF N. Y., INC.
KURT H. VOLK, INC.
WOODROW PRESS, INC.

Philadelphia
PROGRESSIVE COMPOSITION
CO.
WILLENS, INC.

Pittsburgh
EDWIN H. STUART, INC.

St. Louis
WARWICK TYPOGRAPHERS,
INC. *Toronto*
SWAN SERVICE

NATIONAL HEADQUARTERS: 461 EIGHTH AVENUE, NEW YORK, N. Y.

are concerned, is from the foreigner to us, rather than vice versa. In nine cases out of ten (to put it very conservatively) it is the foreigner who feels moved to copy, or imitate, or approximate the American article. The files of the Department of Commerce would prove that.

Foreigners Like to Imitate American Products

There have come to our attention literally hundreds of instances in which foreign makers have tried to share in the broad popularity and large profits of distinctively American merchandise.

I think it is clear, therefore, that in the great majority of cases American manufacturers may rest secure in the conviction that foreign customers will want and like their goods—and will do so increasingly as they become more and more familiar with them. A manufacturer who has something really good is quite mistaken if he feels that it is suited only to Americans, or that foreigners, at sight of it, are going to shrink within a shell of invulnerable conservatism.

The main problem here is one of extending our commercial "missionary work" (our "propaganda" in the best sense of that often-abused term) to those regions of the world where great impassive masses of people are still to be made "modern-merchandise conscious"—to their advantage and our own.

A thoroughgoing "campaign of education" in foreign countries—explaining clearly and concisely the benefits to be derived from the use of the products—will be vastly more profitable to our manufacturers than any prolonged cogitation about the "dangers" of the foreign field.

So, to our manufacturers. I would say most urgently: Educate the foreign buying public. It will pay you well. Tell them plainly, truthfully, forcefully, what you have, and in most cases they will do the rest. The seed has been planted in a fertile field. The receptivity is exceptional, and the response is assured.

Samuel P. Johnston Starts New Agency

The Johnston Advertising Agency has been organized at San Francisco by Samuel P. Johnston. In 1907 Mr. Johnston founded the Johnston-Ayres Company, advertising agency of that city, selling his interest in the business to K. L. Hamman in 1921.

Among the advertising accounts on the Pacific Coast which will be directed by the new agency are: Yuba Manufacturing Co., dredges; Miller & Lux, Inc., farm land owners, and the Bradford Manufacturing Company, well machinery.

Death of F. W. Bush

Frederick W. Bush, publisher of the Athens, Ohio, *Messenger*, died recently at that city. He started with the *Messenger* over thirty years ago as a reporter, and later became its editor.

Mr. Bush was a member of the board of directors of the American Newspaper Publishers' Association and served as president of the Ohio Select List and the Associated Ohio Dailies.

E. J. Grant, Advertising Manager, Kleen-Heet

E. J. Grant, recently with the Chicago office of Ruthrauff & Ryan, Inc., has been appointed advertising manager of the Winslow Boiler & Engineering Company, Chicago, manufacturer of Kleen-Heet oil burners. He was formerly with Lord & Thomas and Logan, Inc., at Chicago.

Appoint Wilson & Bristol Agency

Aqua Systems, Inc., New York, maker of hydraulic oil storage systems and electric-driven motor pumps, and the Paramet Chemical Corporation, Long Island City, synthetic resins and gums, have appointed Wilson & Bristol, Inc., New York advertising agency, to direct their advertising accounts.

New Account for Jerome B. Gray Agency

The Simcoe Manufacturing Company, Philadelphia, manufacturer of the Simcoe static eliminator and the Red Rocket electric ink setter for printers, has appointed Jerome B. Gray, Philadelphia advertising agency, to direct its advertising account. Business papers and direct mail will be used.

Marford Company Opens New York Office

The Marford Direct Mail Company, Cleveland, has opened an office at New York. Charles A. Linfitt, former supervisor of correspondence for the Joseph & Feiss Company, Cleveland, is in charge of the new office.

The "big shot" on the coast!

Out on the Pacific Coast there is one daily newspaper which stands head and shoulders above all the rest, both in Circulation* and in Volume of Advertising**.

That newspaper is The Los Angeles Evening Herald. Located in the richest, per capita, market in the Nation—with 96 per cent of its circulation concentrated in Los Angeles and immediate suburbs—leading all the Daily Newspapers on the Coast in both Circulation and Lineage—The Evening Herald is pre-eminently fitted to carry the bulk of any advertising campaign designed to open the Pacific Coast Market.

*See latest Government Statement.

**See Media Records (any month).

LOS ANGELES EVENING HERALD

Representatives

HERBERT W. MOLONEY
342 Madison Ave.
New York

JOHN H. LEDERER
General Motors Bldg.
Detroit

JOHN H. LEDERER
Hearst Bldg.
Chicago

A. J. NORRIS HILL
Hearst Bldg.
San Francisco

Speaking of

THE HOUSEHOLD MAGAZINE
now has thirty new national
accounts for 1930.

Furthermore, actual space orders
already on our books insure a
20% gain for 1930 over 1929.

A splendid lineage increase—be-
cause 1929 will see a 20% gain
in advertising. This increase is by
far the largest percentage gained
in the general women's field.

The **HOUSEHOLD**

A CAPPER
Publication

*New York
Chicago
San Francisco
Detroit*

. . 1930 BUSINESS

In 1930, THE HOUSEHOLD
MAGAZINE will guarantee
1,775,000 circulation.

If you haven't bought THE
HOUSEHOLD MAGAZINE for
1930, you have until October 15,
1929, to place orders at the
present rate.

MAGAZINE

Cleveland
Topeka
Kansas City
St. Louis

Arthur Capper
Publisher

Worcester, Massachusetts

What the Facts Reveal

A recent unbiased investigation* of the Worcester city and suburban area reveals that Worcester is a self-contained market. Advertising cultivation of this productive territory CANNOT be accomplished through outside newspapers. The highest percentage of coverage of this Worcester market by any outside daily newspaper is 6.64%.

Of the families living in Worcester and its 18-mile radius who take a Worcester daily newspaper, the Telegram and Gazette maintain regular everyday contact with 94.01% of the Class A families, or those of highest earning power; 85.97% with Class B families, or those of medium earning power; 80.75% with the Class C families, or those of lowest earning power.

The facts also disclose that 82.27% of the families who receive the Telegram and Gazette depend more upon these newspapers for advertising information than on all other newspapers.

The Telegram and Gazette, ALONE, will accomplish your job in the Worcester city and suburban area.

* Emerson B. Knight, Inc., an organization of market analysts, completed their investigation of the Worcester market in April of this year.

THE TELEGRAM-GAZETTE

*Worcester, Massachusetts***George F. Booth, Publisher****Paul Block, Inc., National Representative**

New York Boston Chicago Detroit Philadelphia San Francisco

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Some Checking Points for Dealer Contests

UNITED STATES PRINTING &
LITHOGRAPH COMPANY
BOSTON

Editor of PRINTERS' INK:

We would like very much to have you give us a memorandum if possible of any articles from the PRINTERS' INK Publications, relative to dealer contests. One of our clients is giving serious consideration to starting a contest to dealers in the interest of creating more sales, and anything we can secure which would be relative to the subject in question would be appreciated.

We hope that the meager information we are giving you will be sufficient at least to permit your getting together a memorandum of various issues containing articles which would be relative to this subject.

UNITED STATES PRINTING &
LITHOGRAPH CO.

IN all kinds of promotional ideas and merchandising schemes there are always certain things which must be watched carefully if they are to succeed. With this in mind we are setting forth the following general checking points which a manufacturer should watch in drawing up dealer contests:

1. Make the dealer contest have a definite objective.

2. Don't make entry into the contest too complicated.

3. Build contests around dealers without putting too selfish a company motive first.

4. Prizes should be worth while. A good selection of prizes is necessary to make dealers realize their chances are not limited.

5. A dealer contest should be planned so that dealers will benefit even if they do not win a prize.

6. In selecting judges choose those who are thoroughly familiar with the subject of the contest, i. e., window display experts for a display contest, etc.

7. Make the contest such that all dealers will feel they can enter and have a chance to win. Give every dealer a fair chance.

8. Dealer contests should be well advertised. Dealers can be kept thoroughly informed through business papers, direct mail and the dealer house magazine.

9. If the contest is to be advertised through the mails all plans should be submitted to the Post Office Department for approval.

10. Put selling talk into advertisements which announce contests. Advertisements need not be limited to plain announcements, but they can also contain good sales talks.

11. Be careful about overloading retailers, but make certain they have an adequate stock.

12. Keep everyone who has any contact whatsoever with dealers thoroughly informed about the contest—jobbers, jobbers' salesmen, salesmen, missionary salesmen, etc.

We have prepared a special list of thirty-eight articles that have appeared in PRINTERS' INK and PRINTERS' INK MONTHLY covering all phases of dealer contests. Copies of this list are available for those who are interested.—[Ed. PRINTERS' INK.]

Appoints Whipple & Black

The Berdan Company, Toledo, Ohio, and the Michigan Metal Products Company, Battle Creek, Mich., have placed their advertising accounts with Whipple & Black, Inc., Detroit advertising agency. The Berdan account will use newspaper and radio advertising on Chef Coffee. The Michigan Metal Products account will use magazines and newspapers on "Serv-A-Dish" paper serving dishes.

V. D. Reed Joins Wells Agency

Vergil D. Reed, for several years manager of the research and service department of Bissell & Land, Inc., Pittsburgh advertising agency, has joined the Wells Advertising Agency, Inc., Boston, as director of market research.

F. C. Estey with United Reproducers

F. Clifford Estey, formerly with The Geyer Company, Dayton, Ohio, advertising agency, has been appointed assistant to the president of the United Reproducers Corporation, maker of Peerless and Courier radios.

Ever-Dry Account to Lord & Thomas and Logan

The Ever-Dry Laboratories, Los Angeles, makers of a perspiration preventive and deodorant, has placed its advertising account with the Los Angeles office of Lord & Thomas and Logan, Inc.

A Summary of Trade Practice Conferences

IT is just ten years ago that the Federal Trade Commission held its first trade practice conference. In that time, sixty-eight of these conferences have been held with as many different industries. Of these, the conclusions reached at the different meetings have been finally acted upon in fifty-six instances. The remaining twelve await final action by the Commission—or at least that was their status at the time of publication by the Commission of a complete résumé of what has been accomplished since the inception of the trade practice idea.

The publication referred to is entitled: "Trade Practice Conferences." It was compiled by the Federal Trade Commission and is obtainable from the Superintendent of Documents, at Washington, for 35 cents.

The trade practice conference idea, as conceived by the Commission, is designed to afford a means through which the representatives of an industry may voluntarily assemble for the purpose of collectively agreeing upon unfair practices in the industry concerned and providing for their abandonment in co-operation with, and with the support of, the Commission. "It is," says the foreword of the book, "a procedure whereby business or industry may take the initiative in establishing self-government of business, by business and for business, through making its own rules of business conduct, resembling, in a sense, its own 'law merchant,' subject, of course, to sanction or acceptance by the Commission."

The book runs some 218 pages. The industries whose trade practice conferences are covered, range from manufacturers of anti-hog cholera serum virus, down through the golf ball industry, the package macaroni industry, pyroxylin plastics and finishing with woven furniture. The book should be of particular interest to those executives whose industries have yet to

be called into trade practice conferences. It will give these executives a clear picture, first, of the legal status of the plan, and secondly, it will show exactly what various industries have done at these meetings.

E. M. Beach Leaves Westinghouse Lamp

Eric M. Beach, for the last six years advertising manager of the Westinghouse Lamp Company, New York, has resigned to establish an advertising business of his own. J. F. O'Brien succeeds Mr. Beach as advertising manager of the Westinghouse company.

J. M. Faber Joins "Radio Digest"

John M. Faber, formerly with Young & Rubicam, Inc., New York advertising agency, has joined the New York office of the bureau of broadcasting of *Radio Digest*, Chicago. He was, at one time, with the F. Wallis Armstrong Company, Philadelphia advertising agency.

Whitney Metal Tool Appoints A. J. Henseler

A. J. Henseler has been appointed sales and advertising manager of the Whitney Metal Tool Company, Rockford, Ill. He had been special Western representative of the *Automotive Daily News* for the last three years.

W. R. McHargue with Aviation Corporation

W. R. McHargue, formerly with the Curtis Publishing Company, Philadelphia, has been appointed advertising assistant to the director of public relations of The Aviation Corporation, New York.

Radio Account for Vanderhoof Agency

The Clago Radio Corporation, Chicago, has appointed Vanderhoof & Company, advertising agency of that city, to direct its advertising account.

San Francisco "Call-Bulletin" Appointment

George M. Braser has been appointed advertising manager of the *Saturday Home Magazine* of the San Francisco *Call-Bulletin*.

With Critchfield

Carolyn E. M. Irwin, formerly with the copy department of the John Clark Sims Company, Philadelphia, is now with the Philadelphia office of Critchfield & Company, Chicago advertising agency.

4 EDITIONS



When you use CHAINSTORE AGE
you buy what you want—
you omit what you don't need
and pay only for what you get.

Write for the facts!

CHAINSTORE AGE
93 Worth St., New York

A Report on Prison-Made Goods

A COMMITTEE appointed by the Department of Commerce has just submitted a report on its survey of prison-made goods. The committee found that a distinct problem has been created, particularly in a few industries, by the growing output of our prisons. It is convinced that a solution to this problem must be found. "Otherwise," it declares, "prison industries must cease and prisoners kept in idleness, or the manufacture of products competing with the prison output will become impossible."

This nation-wide survey of prison industries was undertaken by the Department of Commerce as a result of requests by various groups of manufacturers. These manufacturers claim that their interests are being adversely and seriously affected by the competition of prison-made goods.

The only solution which the committee was able to discover is that prison-made goods be tagged. In this way, says the committee, the origin of the merchandise would be obvious to the buyer and would make it possible to sell similar goods even in the same retail store with different prices for the prison products and the "free" products. The committee is convinced that the only other alternative to this method is the removal of prison-made products entirely from the open market.

Further information is available at the Department of Commerce at Washington.

C. M. Plaisted Joins Devereux & Smith

C. M. Plaisted, formerly art director and account executive of Wortman, Brown & Company, Inc., Utica, N. Y., advertising agency, has joined Devereux & Smith, advertising agency, also of that city, as art director.

Fertilizer Account to Fox & Mackenzie

The F. S. Royster Guano Company, Norfolk, Va., has appointed Fox & Mackenzie, Philadelphia advertising agency, to direct its advertising account.

Bureau of Census Reports on Advertising Expenditures

The Bureau of Census of the Department of Commerce has issued a report comparing expenditures in various advertising mediums for the first seven months of 1929, with the corresponding period of last year. This report shows an increase of 94.3 per cent in radio broadcast advertising for the seven months of the year, compared with the corresponding period of last year.

Expenditures of \$9,974,000 by advertisers for broadcast facilities compared with \$5,133,000 in the same period of 1928. These figures include only the Columbia and National Broadcasting networks and cover charges for the use of facilities only, talent excluded.

National advertising in newspapers gained 18.8 per cent over the first seven months of 1928, according to data compiled from newspapers in fifty leading cities. Financial advertising contributed 15 per cent to the total advertising in these newspapers. Foods and beverages took 13 per cent of national advertising; tires, trucks and accessories, 11 per cent; medical, 8.5 per cent; tobacco, 6.6 per cent; transportation, 6 per cent, and toilet requisites, 5.5 per cent.

Radio advertising in newspapers, which contributed 3.8 per cent to the total lineage, showed a gain of 133 per cent over the seven-month period of 1928, the data showed.

A comparison of national advertising to total advertising in newspapers in twenty-two leading cities shows that national advertising contributed 33 per cent to the total lineage. Newspaper advertising in these cities for the first seven months of 1929 totaled 706,510,000 lines, of which 237,277,254 lines were national.

Magazine advertising for the first seven months of the year represented an expenditure of \$118,312,000, compared with \$112,026,000 for the corresponding months of 1928, or an increase of 5.6 per cent, the statistics showed.

A. L. Martin with Geare, Marston & Pilling

Aylwin L. Martin, formerly manager of the Philadelphia office of the *Dry Goods Economist*, has joined the staff of Geare, Marston & Pilling, Inc., Philadelphia and New York advertising agency. He will head the style merchandising division of that agency. Mr. Martin at one time conducted an advertising business of his own at Philadelphia.

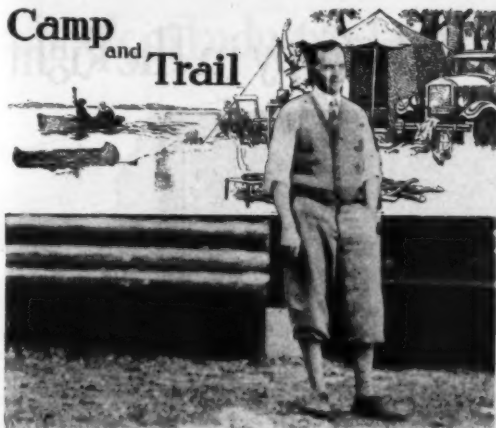
Vimco Account to Addison Vars

The Vimco Manufacturing Company, Buffalo, manufacturer of Vimcolight, an adjustable light for portable typewriters, sewing machines and industrial machines, has appointed Addison Vars, Inc., Buffalo advertising agency to direct its advertising account. Magazines and business papers will be used.

Why



Camp and Trail



Why More Than One Hundred Thousand Sportsmen Read FOREST AND STREAM

Reason number ten:

Because the Camping Department, edited by Frank E. Brimmer, contains much practical information and many useful outdoor "kinks."

With most people, the instinct for a free life in the open is a natural one and today, thanks to modern developments, easily gratified.

While the seasoned camper has his own ideas about how things should be done in the woods, the inexperienced man feels the need of a helping hand. As Editor of "Camp and Trail," Mr. Brimmer extends his services to thousands of correspondents all over the country.



80 LAFAYETTE ST.

NEW YORK CITY

Wm. Clayton

Publisher.

W. J. DELANEY, Advertising Director

In the West: F. E. M. Cole, Inc., 25 N. Dearborn St., Chicago
On the Coast: Hallett Cole, 122 East 7th St., Los Angeles, Cal.



Place the Yearbook of Industry-Jan. 2, 1930

*An Institution
throughout the
entire Steel In-
dustry — Pro-
ducing and
Consuming.*

Widely Used in the Metal Trades

Pneumatic Taper is the most widely used in the metal trades. It is the only one that is made in the United States. It is the only one that is made in the United States. It is the only one that is made in the United States.

The only one that is made in the United States. It is the only one that is made in the United States. It is the only one that is made in the United States.

Comments: The Yearbook is the only one that is made in the United States. It is the only one that is made in the United States. It is the only one that is made in the United States.

Ingersoll-Rand

The above advertisement is
an splendid example of "right
copy" for the Yearbook of
Industry.

THE use of "right copy" in the Yearbook
is of vital importance. It should be de-
signed for straight display but at the same
time border on the catalogue type.

The Yearbook is not only read and studied at
the time of issue but because of the editorial
contents and type of advertising is kept for
reference throughout the year.

The week to week issues are devoted to the
activities of seven day periods, whereas the
Yearbook presents the activities and statistics
of industry for the past year making compar-
isons with preceding years and interpreting
these facts for the year to come.

The Yearbook therefore supplements the
weekly issues and advertising used in this
issue should be prepared from the standpoint
of current interest (display) and reference
value (catalogue).

A campaign of advertising is designed either
(A) to bring out certain individual points of a
product—one point to an issue—or (B) to
cover an entire line—one item at a time.

Copy in the Yearbook should be used to pre-
sent all these points or all these products in
a complete way.

The use of this type of copy not only makes
the best use of the Yearbook but because of
its completeness in this one issue the follow-
ing weekly issues can be used with greater
confidence for the regular campaign.

CLEVELAND

Pittsburgh Chicago
New York San Francisco

THE NATION'S ADVERTISING IS NO LONGER HANDLED FROM A FEW FOCAL POINTS

Modern space selling demands numerous contacts in distant places - - at the same time. Manufacturer, distributor, advertising agent must frequently be seen without delay. The first may be in Detroit, the second in the Southwest, and the third in New York.

No small organization can possibly reach them all in time to be useful. Few even attempt it over a long period of years.

More men, keener men, operating out of more advertising centers - - on this depends successful representation in the national field.

E • KATZ SPECIAL ADVERTISING AGENCY
PUBLISHER'S REPRESENTATIVES

Established 1888

NEW YORK

DETROIT
ATLANTA

KANSAS CITY
SAN FRANCISCO

CHICAGO
DALLAS

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Out in the Open

By Howard W. Dickinson

SOME years ago a magazine space salesman asked me for my honest opinion of what was wrong with him as a salesman. I told him that nothing was the matter, that I thought he made a logical case. He replied: "But you buy space and I haven't been able to sell you."

After all these years, I think I have found the answer. He was trying to *prove* rather than to *convince*. He worked on his customer's logical sense *rather than on his imagination*. It is not a weakness, necessarily, to admit that, as buyers, we are interested largely through imagination.

She whom I love is hard to catch.
(Meridith)

Logic plays a minor part in human performance, particularly in purchase. If it were not true, the best preparation I can think of for success in advertising (or making love) would be a three-year course in a law school learning how to *prove* a case.

The great end of life is not Knowledge
but action.
(Huxley)

Most of us are more interested in winning a debate than in persuading to action, but the true salesman will gladly lose the argument to make the sale. He is working to get *into* a mind with an imaginative idea, or, if he is very good, working to make his prospect himself produce the idea as his own. Whereas the vendor of proof is trying to superimpose logic *on* a mind which often has small foothold for logic in its makeup.

I shall adopt new views so fast as they
shall appear to be true views.
(Lincoln)

I know a great advertising man who likes a very long conference on a question to which he doesn't know the answer. He may get the correct answer in the first five seconds, but still he wants the discussion to go on and on. If he

doesn't *feel* the answer, he wants *proof*.

He may see the point in the first five seconds, but he wants to make sure, by eliminating all other possible answers. And then he wants to make a highly colored mental picture of it all.

He is a very practical man without being a particularly logical one, a fine advertising man who would make a poor lawyer, except before a jury. Every good advertising man should be a good jury advocate. Presentation of a vivid picture of charm or value to the public is the greater part of the advertising man's choice to be useful. If he unconsciously poses as a logician it is for the sake of opportunity to paint a picture to the consumer's imagination.

Didst appear so fair
To fond imagination.
(Wordsworth)

Looking over some advertisements which are supposed to be very effective, I found little logic or proof in them. However, I found a lot of that quality which gets *into* the imagination. Packard's old slogan, "Ask the man who owns one," is an example of that.

Logic is the essence of truth, and truth
is the most powerful tyrant, but tyrants hate the truth.
(Kozlay)

Argument by epithet is not logical at all, but often very effective. "Murad" and "Nonchalance"—humor which is intended to be taken a bit seriously, an ironical poke at snobbery which makes friends with snobbery very effectively, a well-aimed advertising gun which will hit if it is a wild moose and miss if it is a tame cow. Laugh at or with Murad advertising, it is all the same, you get the point of it.

From wine what sudden friendships
spring?
(Gay)

The "Champagne of Ginger Ales" has no logic or proof to it. In fact, logic can riddle it to frag-

ments. Yet it gets into the imagination, because champagne is already in the imagination. It is a word which seems to make friends quickly.

Did you ever hear of a tomato drink? I never did till very lately. Yet years ago I read in Owen Wister's "The Virginian" that the boys who had long rides over the desert took plenty of cans of tomatoes for their thirst quenching quality. Tomatoes are already in our imaginations as refreshing, which means cool and thirst quenching. A tomato drink, provided it is good, has an imagination background to work on. Strange, but the word "tomato," a rather homely word, has about as much imagination appeal as the elegant word "champagne." I can see great and potent advertising possibilities in tomato drinks.

Mere logic is cold.

To come back to my friend the space salesman. I believed him in what he said but at the same time I projected his undeniable logic beyond him and applied it to other and competing magazines which were just as good and which I was more in the habit of regarding as paramount on a magazine list. I felt that several others might prove just the same things to me that he was proving. He didn't get the "champagne" idea or the "man who owns one" idea into my imagination at all. Logic works subjectively. Yes, it's a good magazine, but what of it? Imagination works objectively in that it incites objective action. Himself, a warm man, he had hypnotized himself into a belief in cold logic.

Science does not know its debt to Imagination.

(Emerson)

"With whom do the mass of people think they want to foregather?" asks the psychologist in advertising. "Why, with the wealthy and socially distinguished, of course!" If we can't get an invitation to tea for our millions of customers, we can at least present the fellowship of using the same brand of merchandise. And

it works. Grown up children have a fine time visiting in imagination the society leaders of whom they have heard.

No logic in all that. No proof of product excellence in all that, but the imaginative effect of it all is so great that we keep ourselves wildly excited over the ethics of the paid testimonial. The paid testimonial simply recognizes the real existence of that kind of game among grown-up children.

Genius is clairvoyant.

(Stevens)

Nobody understands a good salesman, or realizes how he does it, but everybody wants to hire him. Easiest error, even for an expert to make, in judging the work of a writer is to mistake *word-sense* for *logic*. Easy mistake because imagination stimulus is proof to the susceptible imagination and word-sense takes the writer's readers into immediate slavery. This may be the most important fact for the copy writer to use. Word-sense is a fourth dimensional understanding of values in building an objective picture in an imagination.

Easy to tell what a good salesman ought to be, though most people tell it differently and each telling seems right as we hear it, but the good salesman can rarely tell you why he really is a good salesman.

"What is truth?" said Pilate and did not wait for an answer.

(Bacon)

All this is why so many of us shout so loudly and so continuously about *quality copy*. We shout about *truthful copy* for a negative reason. We just don't like to see so many people fooled so often, partly because we are decently sympathetic, partly because liars don't last long but make trouble for others while they last, partly because with an eye focussed on the truth we often vastly overestimate the power of deceit which such advertisements seem to have. We have shut our eyes to their imaginative quality, a quality which has redeemed many sins.



REACHING THE BUYER IS HALF THE SALE



The Continent by Neighborhoods

Major Products Advertised on Criterion Boards

Sapolio
Camel Cigarettes
Reckitt's Blue
Green River
Snowdrift
Schlitz Malt Syrup
Ward's Bread and Cakes
CN Disinfectant
Wrigley's Gum
Werko Washing Powder
Mavis
Tolley's Cake
Majestic Radio
Old Master Coffee
Mail Pouch Tobacco
Dayton Tires
Mohawk Tires
Grape-Ola

ONLY one Criterion (3-sheet) Poster location can be illustrated here. But picture 75,000 such locations in the U. S. and Canada, in towns of 2,000 to 6,000,000 population—coast to coast.

Criterion (3-sheet) Service offers you not only choice of towns to be covered, but selection of specific neighborhoods in each.

No. 10 of a series, inviting attention to twenty unique features of Criterion National Neighborhood Posting. Criterion Service, Graybar Building, New York City.

CRITERION SERVICE

The Original and Only Uniform National Service of 3-Sheet Neighborhood Posting

CRITERION SERVICE, GRAYBAR BUILDING, NEW YORK CITY
Please send us the portfolio advertised in Printers' Ink

Company Name.....
Address.....
Attention of.....
Title.....

K



The Value of Flexibility in Dealer Co-operation

All Dealers Can't—and Shouldn't—Be Treated Alike

By Don Gridley

CONSISTENCY may be a jewel for the hobgoblin of little minds. The fact remains that it is a virtue—or vice—seldom practiced in the relations between manufacturer and retailer. In spite of this, there are plenty of advertisers who maintain stoutly that they treat all dealers alike, that the large department store gets no more in the way of help than the smallest retailer. A side from the fact that such statements aren't true—they can't by the very nature of things be true—they represent a dangerous business philosophy which, with glorious inconsistency, tries to achieve the impossible to the extent of seriously damaging co-operative relationship between retailer and manufacturer.

Some manufacturers believe that it is excellent for dealer morale if they and their salesmen spread the doctrine of consistency among the trade. The large store won't believe it, anyway, and the small dealer will be fooled to the point of giving the manufacturer support which he doesn't deserve. Like a great many fallacious philosophies, it finally achieves a certain measure of reality until we find the manufacturer striving to work out his relations with dealers on a basis of reasonable consistency.

A number of advertisers, however, believe that it is no longer necessary even to talk consistency. More and more, they are going to dealers and saying frankly that they can't treat all dealers alike,

because all dealers don't deserve to be treated alike. They point out, further, that in the present stage of merchandising developments there are few stores whose problems are the same. Certainly there is little relation between the merchandising problems of the

large department store and those of the small neighborhood specialty shop. This holds true all down the line.

In the early stages of the development of merchandising and advertising co-operation between dealer and advertiser, one of the big obstacles in the way of success was the effort on the part of the advertiser to treat all dealers consistently. Most efforts of this type were

aimed at the so-called average class of dealer and went under the feet of the large store and over the head of the small store.

Lately, however, there has been a trend toward considering each dealer's problem as something separate. Of course, the manufacturer who is selling to thousands of retailers can eventually lump them into certain classes and prescribe a general line of treatment for each class. But advertisers are finding that frequently this kind of treatment can only be general and that individual cases deserve individual attention. The result has been to increase greatly the amount of detail work carried on by advertising and sales promotion departments, but in every case where the advertiser does not let himself become submerged in detail, he is

THE co-operative plans which manufacturers work out to help retailers move more merchandise are undergoing an important change. They are being so laid out that they may be altered to fit the needs of each individual merchant.

This is a radical change from the previous policy of formulating a single plan and then expecting all dealers, big or small, to use it, intact.

Why this change came about and how it is being executed are explained in this article.

REAC

MARTIN

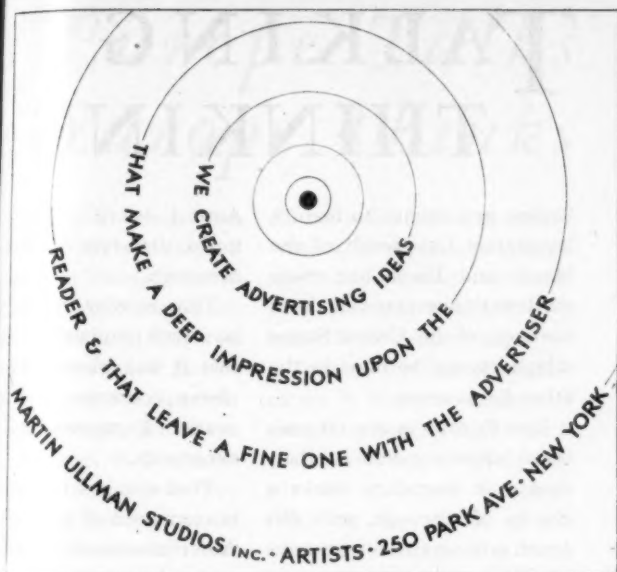
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Choose Your Own LOCAL Hour for Your 'Broadcasts of Broadway' —a la your PIONEER "CHAIN"

No sacrificing compromises to **FIXED** Standard Time differentials when you animate the country's ether through **PIONEER!** Your exclusive program of famous Broadway entertainers—your advertising story so outstanding as to be a *feature*—is broadcast through **PIONEER** at the *exact* local hour in each community most advantageous to you.

Leading artists of your own choosing are rehearsed by Ted Nelson at the *artists'* convenience. When the complete program is perfect, a Master Record is made. This the Advertiser hears first, and O.K.'s if satisfactory. *Special 16"* long-playing duplicates, *exactly* reproducing the perfect performance, are released on the air any day, any hour the Advertiser desires, from those Stations chosen by the Advertiser for his "chain."

All You Pay is LOCAL Station-Time Costs

Talent is paid for but once; duplicate discs cost little; Station-Time is reasonable. The **PIONEER** Plan offers Advertisers a *checkable* radio service never before available and nowhere else obtainable. Wire or phone for the **FACTS—PROOFS—A DEMONSTRATION.**

for instance:

If the psychological moment for your Broadcast is 8 P. M.

—it's 8 P. M.
in **NEW YORK**
in **CHICAGO**
in **DENVER**
in **LOS ANGELES**
—in **ANY PLACE**

when your **PIONEER** program goes on the air!



Usual
Advertising
Agency
Commission

T. M. NELSON, President
PIONEER BROADCAST SERVICE
Incorporated

1841 Broadway

New York City

Phone: Columbus 1981

TALKING . . . S THINKING. S E

Unless you chance to feature Decoration Day south of the Mason and Dixon line, there are few things you can do in one state of the United States which cannot be done in the other forty-seven.

But Europe is one international boundary after another. And each boundary marks a change of language, with different customs, different ways of talking, living, thinking.

Almost every country for a different advertising campaign.

That is why this company lays such emphasis on the fact that it has eleven offices in eleven countries, and eleven years of European advertising experience.

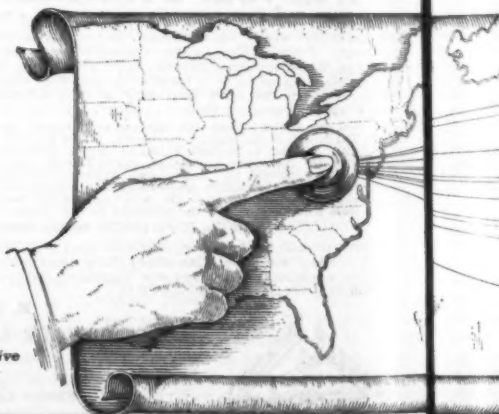
That also is why each office is composed of a native and American-trained, and under American direction.

ERWIN, WASEND

Offices:

CHICAGO
NEW YORK
SAN FRANCISCO
LOS ANGELES
SEATTLE
LONDON
BERLIN
PARIS
STOCKHOLM
BRUSSELS
ROTTERDAM
HELSINGFORS
MILAN
COPENHAGEN
ZURICH
BARCELONA

American representative
of European offices:
Graybar Building
New York City



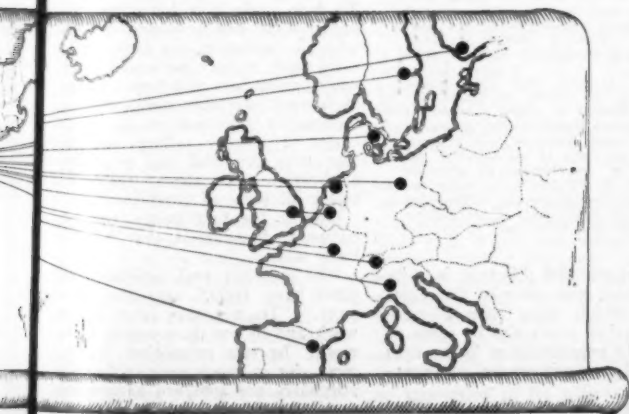
...s Europe Talks G.s Europe Thinks

country our London office, you
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each of hholm, Rotterdam, Zurich,
ative s Helsingfors, natives of the
nd usu ective countries form the
ction, ority of the staffs.

All copy is written by native
writers, all space is bought by
native buyers, while our Euro-
pean Headquarters executive
group is 60% American.

To this method of organi-
zation is due the success of
many campaigns for Ameri-
can advertisers—planned,
placed and run without
requiring any official of the
advertiser's company to leave
his desk in the United States.

Ynd COMPANY, Ltd.



finding that his co-operative efforts are bearing greater fruit.

Manufacturers who are following this philosophy have found that in the end they are achieving a greater consistency than they achieved when they quite arbitrarily set down certain rules which had to apply to every retailer carrying their merchandise.

Perhaps the biggest fallacy in the old method of consistent dealer co-operation was that of believing that the merchant will not think for himself. Of course, there are plenty of retailers who have been pampered to the point where they are quite willing to let almost any manufacturer lay out their advertising programs for them, but even these men are beginning to realize that by letting Smith plan their advertising today and Jones plan it tomorrow, they are losing the benefit of cumulative effort and are advertising sporadically, with the result that their efforts are not making the proper cumulative impression upon their prospects.

The Holeproof Hosiery Company has stated its position quite definitely as follows:

Our work with our customers is concerned chiefly with advertising and selling rather than management and control. In the field of merchandising we do not try to do a merchant's thinking for him. To do that would not develop thought or initiative which the merchant could use all through his business. Some of the problems facing merchants may be due to the attempt of various agencies to do the merchant's thinking instead of establishing a recognition of basic principles.

We do not offer any drastic material or charts or forms, because instead of asking a merchant to accept a cut-and-dried system of checks and balances and reports, based on units of merchandise, we offer a merchandising principle created to sell hosiery at his counter, and we demonstrate to him that a correct application of this selling principle still takes care of the details.

A statement of this type is quite in contrast with some of the statements which were offered quite freely a few years ago by some of the early experimenters in the field of dealer-manufacturer co-operation.

In an article in *Women's Wear*

Daily, an official of the company said:

Any description or discussion of our plan to work with our customers must inevitably come back to the homely truth that when you say you work with a man, it is taken for granted that he does his share of the work. We believe a self-respecting merchant expects and wants to do his share; we are neither paternal nor altruistic, and the growth of our customers' business with us seems to indicate that the principle on which we work with them is the right principle.

What, then, are some of the things that Holeproof does?

In the first place the company has worked out an effective series of advertisements which can be used by dealers. These advertisements, however, are not presented to the dealer as something which will infallibly bring great increases in sales. The company's attitude is rather that it has had a wide experience in advertising and that because of this experience it can give the dealer prepared advertisements which should be highly effective. Through its salesmen the company goes to the dealer with these advertisements and offers to work out a schedule. This schedule will not be the same for any two dealers except as the company finds that two dealers have similar problems. The company believes that the application of a selling principle to some one merchant's specific situation is an individual job. To help make this individual application it has traveling stylists who, on invitation, are available to work with a store personnel for a week or ten days at a time. Every Holeproof salesman and stylist is thoroughly schooled in the principles of hosiery selling and has seen very practical and profitable application of these principles under all sorts of conditions.

One of the first things that the company demands is that it shall have facts.

"To give any real assistance we must have facts," says the company. "To get the facts means work and to use them means more work. In our promotion department, for instance, each customer's purchases are analyzed against his requirements as we know them;

Oct. 10, 1929
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against current or existing style trends; against the general averages of other similar stores and any significant tendency is called to the attention of the customer and the salesman. Reports from salesmen or stylists are studied for suggestions which can be submitted to customers for their profitable use. Ideas from everywhere are tried out, if they first withstand critical analysis, and if the test shows up favorably, are put out as recommendations. These are not promoted in such detail as to be automatic, but in essential elements so that each merchant can consider the relation of the suggestion to his business, and use it if it fits his needs."

Dealer's Advertising Checked

Working on this basis, the company has to give a more complicated type of help than the advertiser who tries rigidly to achieve rigid consistency. For instance, the advertising department checks very carefully on the dealer's advertisements and offers help to both customer and salesman in working out advertising plans. The promotion department has to be more thoroughly familiar with the problems of individual retailers and has to know them as individual stores with individual personalities, rather than as a more or less nebulous collection of dealers who are out somewhere on the firing line.

The company also realizes that individual salesmen differ in their abilities to help and therefore keeps the flexibility in its relations with its salesmen as go-betweens for manufacturer and retailer. When a company has, say, sixty salesmen, ranging in age from twenty-two to sixty-two, and covering a territory from New York City to the foot-hills of the Rockies, it is very difficult, and even dangerous, to try to apply any policy on a basis of rigid rules.

In an article of this kind it is impossible to outline fully all the things done by such an organization as Holeproof, but this company has been chosen as an example because its basic philosophy applies so neatly to the discussion.

Holeproof, however, is not alone in its present belief.

The Radio Corporation of America is another organization which realizes that each dealer's problem must be looked at as something individual and that no general rules can be laid down all along the line. The R. C. A. Step-Ladder Plan, which in its broad outline does apply the same rules to all dealers, is basically a plan adapted to individual dealer needs.

For instance, one of the main ingredients of the step-ladder plan is the method of working out advertising appropriations for dealers. R. C. A. salesmen go to individual retailers and work out the advertising appropriation on the same basis that a large national advertiser works out his appropriation. They predict the amount of business the dealer may expect during the coming year and use that as a figure with which to determine the size of the appropriation. Up to this point the procedure is the same, at least theoretically, for all dealers. From here on, however, the company likes its salesmen to work out the plan with an eye to the individual needs of the particular retailers with whom they are working. For instance, the retailer in a small country town, who has a large potential farm market, should use a specialized direct-mail campaign, whereas the dealer in a downtown center who draws his trade from all parts of a large city, would find it very difficult to get much value from this type of work. The company uses this line of reasoning in determining what percentage of the appropriation shall be applied to certain types of advertising.

The B. F. Goodrich Company has gone to the length of setting up regional advertising managers who work with individual retailers. This plan, which was recently described fully in *PRINTERS' INK*, is based on the general merchandising philosophy that dealers are not alike and that each one has his individual problem. Actually this calls for a great deal of detail work, but the company has been so successful in its policy that it believes that such detail work pays

OUTDOOR ADVERTISING

Through Your Advertising Agency

IN keeping with its progressive program of expansion the National Outdoor Advertising Bureau, Inc., has made numerous constructive changes in its administrative structure.

A new Executive Committee has been created composed of men of outstanding reputation and accomplishment in the field of advertising. They will contribute to the upbuilding of a more stable and more satisfactory service in the medium of outdoor advertising for the 231 advertising agency members of the Bureau and their hundreds of clients.

The National Outdoor Advertising Bureau, Inc., is now occupying increased space in New York and has moved into new and larger quarters in Chicago. The Detroit office has been enlarged and its facilities expanded, and a new office has been opened in San Francisco.

The Field Service, which has already proven so effective during the last two years, is being expanded as rapidly as possible. This is one of the most important safeguards which the agency can offer to its clients and one of the most constructive steps ever taken in outdoor advertising. This Field Service can be obtained only through the Bureau.

(see next page)

National Outdoor Advertising Bureau, Inc.

INCORPORATED

New York

Chicago

Detroit

San Francisco

INDOOR OUTDOOR ADVERTISING

Through Your Advertising Agency

The Officers and Committees

the National Outdoor Advertising Bureau, Inc., are as follows:

Board of Directors

T. EWALD, Chairman	{President of Campbell-Ewald Company
JOHN ATWOOD	{Vice-President of National Outdoor Advertising Bureau, Inc.
WES BROWN	Vice-President of The H. K. McCann Co.
WING H. BUSSE	President of Lord & Thomas and Logan
CLAYBERGER	Vice-President of Batten, Barton, Durstine & Osborne, Inc.
FRANCISCO	{Treasurer of Calkins & Holden, Inc.
ST S. GARDNER	{Secretary of National Outdoor Advertising Bureau, Inc.
GEYER	Vice-President of Lord & Thomas and Logan
GILHOFFER	President of Gardner Advertising Co., Inc.
HOPKINS	President of The Geyer Company
H. JOHNS	Vice-President and Western Manager of National Outdoor Advertising Bureau, Inc.
RAY KINNEY	Vice-President and General Manager of National Outdoor Advertising Bureau, Inc.
ST O. LANDRY	President of Batten, Barton, Durstine & Osborne, Inc.
McCANN	Vice-President of J. Walter Thompson Co.
ST MCGUCKIN	President and Treasurer of The Chambers Agency, Inc.
D. MCGUNKIN	President of The H. K. McCann Company
HARRISON PHELPS	President of The Eugene McGuckin Co.
REBOR	{President of McJunkin Advertising Co.
J. ROSS	{Vice-President of National Outdoor Advertising Bureau, Inc.
C. SHERMAN	President of George Harrison Phelps, Inc.
WARNER	President of J. Walter Thompson Co.
	{President of F. J. Ross Co., Inc.
	{Treasurer of National Outdoor Advertising Bureau, Inc.
	{President of George C. Sherman Co., Inc.
	{President of National Outdoor Advertising Bureau, Inc.
	President of Mason Warner Co., Inc.

Executive Committee

T. EWALD, Chairman	WM. H. JOHNS	STANLEY REBOR
WES BROWN	H. K. MCCANN	F. J. ROSS
CLAYBERGER	WM. D. MCGUNKIN	GEORGE C. SHERMAN

Officers and Operating Committee

C. SHERMAN, Chairman	HENRY T. EWALD	WM. D. MCGUNKIN
JOHN ATWOOD	H. F. GILHOFFER	GEORGE HARRISON PHELPS
WING H. BUSSE	F. T. HOPKINS	F. J. ROSS
CLAYBERGER	GILBERT KINNEY	

National Outdoor Advertising Bureau

INCORPORATED

New York

Chicago

Detroit

San Francisco

for itself over and over again.

The various divisions of the General Electric Company use the principle that dealers' problems differ greatly, although G. E. does not go quite so far in its thought as do many companies. For instance, most of the G. E. plans for selling refrigerators, electric light bulbs, etc., are worked out quite elaborately and wherever possible dealers are asked to use the whole plan. With a product like the G. E. refrigerator, which is sold through large utility companies, it is possible to get a great many of these outlets to use the complete plan, or enough of the complete plan so that the details which are not used are quite trivial. Here it is possible to apply a reasonably consistent policy. On the other hand, where there are small dealers, their problems must be handled more or less individually.

The Gorham Convention Plan

In another field the Gorham Manufacturing Company, manufacturer of silverware, has been unusually successful in its dealer relations. One of the most successful features of this company's general merchandising help is an annual convention of dealers and their employees. This idea was inaugurated several years ago and has become so popular that it has been necessary for the company to choose the membership more or less arbitrarily in order to keep the attendance at the convention on a workable basis.

The retailers come to the plant in Providence and are there treated to talks and discussions from various advertising and merchandising authorities. Some of the sessions are open to all those present, while there are other individual sessions which are attended by executives alone, by department heads alone, etc. It is at these individual sessions, which are really conferences, that the retailers get a chance to discuss their individual problems, not only with some of the officials but also with outstanding business men who come to the convention. Anyone who has attended such conference sessions is surprised by the frankness with

which the dealers discuss their problems, and also by the large amount of constructive help that they are able to obtain.

It would be possible to mention many other companies that are carrying out their relations with their dealers on a basis of individual help. However, the examples already quoted will give sufficient evidence of the type of thought which is becoming more and more popular as manufacturers study the problems involved.

It would be foolish to advocate that every manufacturer take up each retailer's problem individually. This would mean that the manufacturer would become the advertising manager for thousands of little businesses which do not deserve such help. On the other hand, it is equally foolish to advocate a policy which follows rigid lines and is not flexible enough to apply the pressure with different degrees of force at different points.

The manufacturer must see that some sort of individual treatment is necessary. For instance, Marinello has been quite successful with a series of traveling window displays. The same general display material is sent to all the stores, but the company has worked out various methods of using this material so that it can be adapted to various sizes of windows and various types of stores. On the other hand, it is possible to find plenty of manufacturers who send out window display material willy-nilly and give the small retailer display pieces which he cannot possibly use to advantage in his windows. The same waste occurs in direct-mail material, in the sending out of mats and electros, etc.

The manufacturer must also realize that certain dealers deserve more help than others. There are plenty of retailers who give preferred treatment to certain lines of products and these retailers deserve to get all the co-operation that a company can give. If other retailers complain that they are not getting preferred treatment the company can quite easily point out that anybody who works for preferred treatment will get it and that the way of working for it is

San Francisco Call-Bulletin Consolidation acclaimed by Merchants, Manufacturers and the Public

Following the recent consolidation of The Call and The Bulletin (San Francisco's two oldest newspapers) congratulations and favorable comment have poured in from business and civic leaders.

Public interest and approval are expressed in mounting circulation. San Francisco merchants and national advertisers are "saying it with lineage."

Northern California now has one outstanding evening medium, successfully launched upon an enlarged career of useful public service. Your investment in CALL-BULLETIN space assures

**MAXIMUM COVERAGE
INCREASED EFFECTIVENESS
GREATER and QUICKER RESULTS at
LOWER COST**

The **CALL-BULLETIN**

SAN FRANCISCO'S LEADING EVENING NEWSPAPER

Greater Circulation (by thousands) Than Any Other Northern California Evening Newspaper

For rates and detailed information, see nearest representative

NEW YORK: Herbert W. Moloney, 342 Madison Ave.

CHICAGO: John H. Lederer, 326 W. Madison St.

LOS ANGELES: Karl J. Shull, Transportation Bldg.

DETROIT: R. M. Miller, 5-117 General Motors Bldg.

SPEAKING OF NET PROFITS

A 28-BILLION DOLLAR

*.. is bound to cause
some dizzy spells!*

And the worst ones now hit the Nation's sales curves instead of its beltlines.

We are spending 28 billions of dollars annually for foods—in greater variety than our mothers ever dreamed of—with new competition developing daily.

No less than 50,000 manufacturers and 350,000 distributors and dealers are battling all over the markets for every thin dime that enormous outlay.

Activity aplenty. Attractive products. A country full of eager people who are accustomed to getting what they want, and willing to pay for it. Still, 80% of our food manufacturers have net incomes under \$10,000!

At the bottom of this seeming enigma are a number of factors, varying according to product, scope and distributing method.

But the outstanding one, without which any analysis will be incomplete, is the amazing swiftness of change in our modern eaters.

Today's soup enthusiast may be tomorrow's melon, oyster or fruit cocktail devotee. Fruit by the way, are on the boom for all meals; be fresh and canned.

Beef-eaters are growing tamer, and there is a big swing to salads and vegetables, with the exception of potatoes. The spud of home tradition is covered with black eyes.

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47 PA

DOLLAR MENU...

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Poultry is enjoying a surprising rise in favor, and fish is now something more than a scornful appellation for the partner who trumps our ace. Fisheries' products at New England ports increased from 175,000,000 pounds to 64,000,000 pounds in four years.

But all manufactured food products have increased only 19% in the same period. And so goes the endless story of puzzling ups and downs, each with its important bearing on some product's sales curve.

From many angles we have become almost a new people in the past ten years. Nowhere is this more strikingly shown than in the food markets. Today's big responsibility of the manufacturer is to face these conditions, study them and turn them into sales capital.

With nation-wide facilities for market study, and intimate knowledge of the fundamentals of consumer buying, we enable advertisers to build more profitable sales on the figure-facts of business.

FRANK PRESBREY COMPANY
ADVERTISING WICKersham 8200
47 PARK AVENUE - - NEW YORK

To Select Agency for Oregon State Campaign

Governor Patterson, of Oregon, was elected chairman and E. C. Van Patton secretary of the recently-created State Advertising Commission of Oregon at the first meeting of the Commission held recently. The Commission, created by legislature with an appropriation of \$25,000, consists of Governor Patterson, Secretary of State Hoss, State Treasurer Kay, Irving Vining and Mr. Van Patton. State Secretary Hoss and Mr. Vining were named a sub-committee to select an advertising agency to handle the campaign.

McMarr Stores Acquire Food Chains

The McMarr Stores, Inc., has acquired the Continental Food Stores, Inc., Denver, the Coast Piggy-Wiggly Company and the Piggy-Wiggly Company of San Francisco. These three companies operate 175 food stores in California, Colorado, Nebraska, New Mexico and Wyoming.

W. N. Haraway, president and general manager of the Continental Food Stores, will become an executive of the McMarr company.

W. B. Engler Advanced by Indianapolis "News"

William B. Engler, for the last ten years on the advertising staff of the Indianapolis News, has been appointed promotion manager of that newspaper, effective October 14. He will succeed R. M. Love, who has resigned to conduct a business at Indianapolis, selling church pages to newspapers.

Harry A. Jones Joins Frank Meline Company

Harry A. Jones, formerly general sales director of Kren and Dato, Chicago realty development operators, has been appointed general sales director for a number of the major organizations of the Frank Meline Company, Los Angeles, realty developments. Mr. Jones, at one time, headed his own realty business at Detroit.

Larchar-Horton Appointments

Lawrence Lanpher, formerly secretary and space buyer of the Larchar-Horton Company, Providence, R. I., advertising agency, has been made secretary and assistant treasurer.

Arthur S. Hassell has been appointed space buyer of the Larchar-Horton agency.

Pathex Account to Briggs & Varley

Pathex, Inc., New York, amateur motion picture apparatus, has appointed Briggs & Varley, Inc., New York advertising agency, to direct its advertising account. Magazines, business papers and newspapers will be used.

JUDSON
RADIO
Programs

for
Advertising Agencies

Include These Services

- 1 Experienced Showmanship.**
- 2 Wealth of Exclusive Talent.**
- 3 Complete Musical Library.**
- 4 Program Staff of Musical Experts, Continuity Writers, Program Supervisors, Technical Experts and Announcers.**

The purpose of our organization is to assist you agency men in utilizing the broadcast medium for your clients.

JUDSON
RADIO PROGRAM
CORPORATION
Steinway Building
NEW YORK CITY
CHICAGO OFFICE
Tribune Tower
Chicago, Ill.

and now—

October breaks all records!

September showed a gain of 15.67% in display advertising over a year ago and was the biggest September issue in the history of Printers' Ink Monthly.

Now October, with a gain of 20% over last October, smashes all previous advertising records, establishing a new high-water mark for display advertising carried in any issue of the Monthly.

The large list of advertisers shown on the opposite page is evidence that more and more advertisers are finding the Monthly a valuable medium through which to reach leading advertisers and advertising agents.

Printers' Ink Monthly

Net-paid circulation now 18,813

Displ

Allied P
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Commit
W. B. C
Consolid
Crane &
Crichton

Dartnell
Dennison
Diagrams
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Du-Plex
Du Pont

Eastman
Einson-H

Falulah
Ernest
Joel Fe
Florists
Forbes
Charles
Furnitu

Gatchel
General
J. J. G
Graphic

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Ed. Ha
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Burtan
Holyok
Hospita
Howard
Charles
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Imperi
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Intern

Jenter
Charles

Keith
Kimber
Knapp

Display advertisers represented in October Printers' Ink Monthly

Allied Paper Mills
American Can Company
American Clip Co.
American Envelope Co.
American Telephone & Telegraph Co.
American Writing Paper Co., Inc.
Appleton Coated Paper Company
Architectural Record
Art Gravure Corp.
Attlee Press
Autopoint Company

Barnes-Crosby Company
Batten, Barton, Durstine & Osborn, Inc.
Bauer Type Foundry, Inc.
Beck Engraving Co.
Beckett Paper Co.
T. S. Buck Mfg. Co.
Bureau of Envelope Mfrs. of America
Burkhardt Company, Inc.

Martin Cantine Co.
Champion Coated Paper Co.
Chicago Daily News
Chicago Evening American
Chicago Paper Co.
Chicago Tribune
A. M. Collins Mfg. Co.
Committee for Advertising Lithography
W. B. Conkey Co.
Consolidated Artists Co.
Crane & Co., Inc.
Critchfield & Company

Dartnell Corporation
Dennison Manufacturing Co.
Ditograph Products Co., Inc.
Dunn Brothers
Du-Plex Envelope Corp.
Du Pont Cellophane Co., Inc.

Eastman Kodak Company
Einson-Freeman Co., Inc.

Falulah Paper Co., Inc.
Ernest L. Fantus Co.
Joel Feder Studios
Florists' Exchange
Forbes Lithograph Mfg. Co.
Charles Francis Press
Furniture Record

Gatchel & Manning, Inc.
General Outdoor Advertising Co.
J. J. Gibbons, Ltd.
Graphic Arts Co.

Jam Handy Picture Service
Harper & Brothers
Ed. Haubrich
Chas. M. Higgins & Co.
Historical Publishing Co.
Burton Holmes Laboratory
Holyoke Card & Paper Co.
Hospital Topics & Buyer
Howard Paper Co.
Charles E. Howell
Hux Cuts

Imperial Engraving Co., Inc.
Insurance Company of North America
International Paper Co.

Jenter Exhibits, Inc.
Charles Eneu Johnson & Co.

Keith Clark, Inc.
Kimberly-Clark Corp.
Knapp Engraving Company

Koenig Cartoon Service
Kraus & Company

B. E. Lawrence & Co., Inc.
Liberty
Listo Pencil Corp.
Livermors & Knight Co.

Magill-Weinsheimer Company
Manz Corporation
Mason Box Company
Donald Maxwell Company
J. L. May Co.
Meinzinger Studios, Inc.
G. & C. Merriam Company
Meyer-Both Co.
Miami Valley Coated Paper Co.
Michigan Book Binding Co.
David J. Molloy Company
Rudolf Mosse, Inc.
Multiplex Display Fixture Co.

National Printing & Engraving Co.
Nation's Business
Neenah Paper Company
Neo-Gravure Co., Inc.
New York Evening Journal
New York News
New York Sun
Novelty Cutlery Co.

Oakland Tribune
Oberly & Newell Corp.
100,000 Group of American Cities
Oral Hygiene
Paul Overhage, Inc.

Parazin Printing Plate, Inc.
The Pathoscope Co. of America
Frederic Nelson Phillips, Inc.
W. F. Powers Co.
Providence Journal and Bulletin

Doc Rankin
Rogers & Company
Ross-Gould Co.

Scripps-Howard Newspapers
C. E. Sheppard Co.
Anne Shriber
L. C. Smith & Corona Typewriters, Inc.
Spokane Spokesman-Review
Stadler Photographing Co.
Standard Envelope Mfg. Co.
Standard Paper Mfg. Co.
Sterling Engraving Co.
Stovel Company, Limited
Strathmore Paper Co.
Stubbs Co.
Sun Tube Corp.

Taxi Weekly
Albert Teitel Co.
Tri-Chromo-Gravure Co. of America

Underwood & Underwood
United States Envelope Co.
United States Printing & Lithograph Co.
Universal Fixture Corporation

Van Sicklen Corp.
Viking Products Corp.

Wahl Company
Walker Engraving Corp.
Warren Manufacturing Co.
S. D. Warren Co.
Westfield River Paper Co., Inc.
Wilson-Jones Company
Winemiller & Miller, Inc.

Western Advertising Golfers Play Final Tournament

Members of the Western Advertising Golfers' Association wound up their 1929 activities with a twenty-seven hole golf tournament, the sixth of the season, and an election of officers for the coming year at the Park Ridge, Ill., Country Club last week.

Thomas J. Morris, *People's Popular Monthly*, won the important Directors' trophy with a score of 136—27—109. J. A. Bender, Niagara Lithographing Company, captured the President's cup for members who had played in three tournaments. His card of 123—17—106 also brought him low net honors.

John H. Victor, Victor Manufacturing Company, turned in the leading low gross card, 116, for the second consecutive tournament. H. W. Markward, *Good Housekeeping*, was second. These two, with Courtney D. Freeman, *Popular Science Monthly*, and W. F. Lockridge, J. Walter Thompson Company, Inc., comprised the winning low gross foursome. Charles H. Shattuck, Macfadden Publications, Inc.; John W. Cullen, Jr., John W. Cullen Company; Wallace Patterson, *Christian Herald*; and J. A. Bender were members of the winning low net foursome.

George H. Hartman, of the J. L. Sugden Advertising Company, was elected president of the association for next year. Mr. Freeman and H. S. Irving, Irving-Cloud Publishing Company, were named first and second vice-presidents, respectively. Hiram George Schuster, *Chicago Daily News*, is the new secretary and E. R. Goble, Stack-Goble Advertising Agency, the new treasurer.

Lloyd Maxwell, Williams & Cunyngnam, Inc.; G. R. Cain, Swift & Company; C. B. Goes, Jr., Goes Lithographing Company; R. W. Richardson, *Cosmopolitan*; and L. L. Northrup, *McCall's*, were re-elected directors. New directors are: H. K. Clark, the retiring president; H. Eldredge Cole, Crowell Publishing Company; F. E. Crawford, Jr., *New York Sun*; and Wilbur Eickelberg, *Smart Set*.

Appoints Charles C. Green Agency

Gottschalk's Metal Sponge Sales Corporation, Philadelphia, has appointed the Philadelphia office of the Charles C. Green Advertising Agency, to direct its advertising in religious publications.

Cable Piano Appoints Aubrey & Moore

The Cable Company, Chicago piano manufacturer, has placed its advertising account with Aubrey & Moore, Inc., advertising agency of that city.

New Account to Bott Agency

Black, Sivalls & Bryson, Inc., Bartlesville, Okla., manufacturer of steel and wood tanks, has appointed the Bott Advertising Agency, Little Rock, Ark., to direct its advertising. Business papers will be used.

Advertising Explains World Series Difficulties

A half-page newspaper advertisement over the signature of Thomas S. Shibe, president, John D. Shibe, vice-president, and Connie Mack, treasurer and manager, of the Philadelphia Athletics was used recently to explain to the baseball fans of that city the difficulties that had to be met in the distribution of tickets to the world series games to be played in Philadelphia. The advertisement told how every precaution was taken from the time the Philadelphia team's victory was assured to prevent tickets getting into the hands of speculators and to have them reach the regular fans who had supported the winning team throughout the season.

The copy of the advertisement also thanked patrons for their support and expressed the regret of the Athletics that its ball park could not accommodate all who had applied for tickets. The public was also asked not to buy its seats from speculators.

New Accounts for Emery Agency

The Metalcraft Corporation, St. Louis, maker of Lyons Metalcraft Construction Sets, has placed its advertising account with the Emery Advertising Company, St. Louis advertising agency. Magazines, newspapers, business papers and direct mail will be used.

The Vestal Chemical Company, St. Louis, also has appointed the Emery agency to direct its advertising account. Business papers and direct mail will be used.

Organizes Bankers Commercial Security, Ltd.

Bankers Commercial Security, Ltd., has been incorporated at London by the Bankers-Commercial Security Company, Inc., New York, to provide for the expansion of its English business of financing time payment sales, hitherto conducted from its London branch office. Charles E. Gorham has been elected managing director of the new company.

Austin Black with General Paint

Austin Black has been appointed advertising manager of the General Paint Corporation, San Francisco. He was until recently with the former Honig-Cooper Company, Inc., San Francisco and, at one time, was advertising manager of the California White & Sugar Pine Manufacturers Association.

B. T. McCanna, Vice-President, Stack-Goble Agency

B. T. McCanna, formerly publicity manager in charge of promotion, research and radio for the *Chicago Tribune*, has joined the Stack-Goble Advertising Agency, Chicago, as vice-president.



Simple as buying SHAVING CREAM

Buying COLUMBIAN U. S. E. WHITE WOVE ENVELOPES is easy—like saying "a tube of thus and so"

THERE was a time when envelope buyers might just as well have been blind-folded. They made their selection by the "touch and guess" method.

They don't do that any more. Columbian U. S. E. White Wove Envelopes are

standard. They simply phone their printer or stationer for "more of those Columbian U. S. E. White Wove Envelopes" in whatever size they need from 5 to 14 and Monarch, and 6¼ Outlook and 10 Outlook. And they know what they're getting by the box with its distinctive U. S. E. all-over design, and the "USE" watermark in each envelope.

They know that these envelopes take pen or printing perfectly; that they are opaque and uniformly white; that the flap stays sealed; that the printed guarantee stands behind each envelope. Buy Columbian U. S. E. White Wove Envelopes from your stationer or printer.



UNITED STATES ENVELOPE COMPANY
World's largest manufacturers of envelopes
**SPRINGFIELD,
MASSACHUSETTS**

With thirteen manufacturing divisions covering the country

COLUMBIAN White USE Wove ENVELOPES

Encoring a Successful Sales Campaign

The "Million Dollar Razor" Was Such a Big Success That the AutoStrop Safety Razor Company Decided to Follow Up with a Birthday Offer

By Charles G. Muller

"**A**LWAYS respond to an encore," said a famous actor. "But make it the high spot of the performance."

This was the heading of a broadside sent over the country earlier this year to AutoStrop Safety Razor Company dealers to announce that the 1928 introduction of the so-called Million Dollar Razor was to be followed up by a 1929 "Birthday" campaign featuring the same razor in gold instead of nickel. It was one step in preparation for three months of consumer advertising, a step in a drive which brought advance shipments of 1,650,000 razors before the consumer advertising had even started.

According to J. J. Fleming, assistant sales manager, the enthusiasm of jobbers and dealers for the 1928 campaign, which in a disinterested survey was voted by the trade to be the best deal of that year, led to the 1929 encore.

"Having sold approximately three million razors last year when we expected to sell only one million, and having found not only that we made money but that we gained a surprising number of new users for our product, we felt that the idea could be used over again. We do not believe in pushing a good thing too far, but the comments which came to us last year from the trade to the effect that jobbers and dealers would be only too glad to co-operate if we ever repeated the idea, led us to decide that an encore was possible.

"Seeking to give a new twist to what had been an introduction last year, we hit upon the idea of centering our 1929 campaign around the anniversary of the new razor's introduction. It could be made a birthday campaign, and to celebrate it we would put out a gold plated razor."

A national advertising campaign was drawn up, to run in page space on a staggered schedule through May, June and July in three national weekly mediums, along these lines:

Accept this Birthday Gift.

A "Million Dollar" Valet AutoStrop Razor—in genuine gold plate—free with the purchase of 10 Valet AutoStrop blades at \$1.00.

A year ago we started something in the shaving world! We introduced the new "Million Dollar" razor.

Millions of men heard of it. Tried it. Liked its marvelous shaving qualities. Its sturdy strength. Its scientifically balance "heft." Sales soared upward. It was a big year!

We can afford to celebrate. So we thought of a Birthday Gift for you. Our Birthday. Your gift.

We made up a quantity of these amazing new razors and gave them a coat of gold!

While they last, you can get one FREE at your dealer's—with the purchase of 10 Valet Blades at \$1.00.

If you don't hear of this until your dealer's stock is gone—there's still a chance. Send us a Dollar Bill for the 10 blades and say "How about that gold razor?" You'll get one as fast as the mails can carry it to you.

Don't wait—act today! Even if you have a Valet AutoStrop Razor, another comes in mighty handy—on trips, or in the guest room.

A package similar to the one of the previous year, except that the 1929 container had a gold stripe to mark the gold razor, was made up, along with counter and window cards, and AutoStrop salesmen were sent off with these packages to cover their territories.

At the same time, in April, there went to every jobber a mail insert, done in gold, telling the entire story and carrying on its reverse side an elaboration for the benefit of the jobbers' salesmen. In this insert it was requested that wholesale requirements be anticipated, for the reason that in 1928, when three times the anticipated number

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AAA

Effective -

with the October Issue

THE HOSIERY RETAILER

WILL BE ISSUED AS

HOSIERY AGE

and published at 239 West 39th Street
NEW YORK

CALIBRATED to encourage, through the merchant and manufacturer, the wider use of goods and services by the consuming public... and benefiting by the far-flung resources of the United Business Publishers for the collection and interpretation of merchandising facts.

Serving the hosiery field exclusively, its reader interest is concentrated... it assures coverage of all the important outlets for hosiery... consequently, HOSIERY AGE makes your advertising most profitable.

HOSIERY AGE is the *only* exclusive hosiery paper. Aimed directly at the buying power—trained upon the real, live outlets—it penetrates every important phase of the hosiery trade. Formerly *The Hosiery Retailer*—this newest United Business Publishers' publication has been re-named **HOSIERY AGE**, to better express its wide coverage of all parts of this \$600,000,000 field from the manufacturers to the retail stores.

Now published in New York—**AMERICA'S** style center—it is in direct contact with the important sources of news and market information. Carrying an abundance of sound merchandising advice, and accurate, dependable, up-to-the-minute style and fashion comments, **HOSIERY AGE** will carry conviction in the minds of the important merchants, wholesalers and manufacturers throughout the industry.



HOSIERY AGE

TWO-THIRTY-NINE WEST THIRTY-NINTH STREET
NEW YORK

Include Vermont In Your New England Campaign — It Is Important

1700 factories producing everything from women's apparel to marble and granite products keep the people of Vermont's industrial centers in continuous prosperity, and in the rural districts the people are kept busy and prosperous practically the year around with dairying and maple products.

VERMONT ALLIED DAILIES

Barre Times

Burlington Free Press

Brattleboro Reformer

St. Johnsbury Caledonian-Record

Rutland Herald

Bennington Banner

of orders was received, it had been necessary to spread shipments very thin during the rush.

"On the basis of last year's success," said Mr. Fleming, "we had some interesting developments in advance ordering. One jobber in Grand Rapids, without seeing the new product, ordered 100 dozen to start and had taken 300 dozen by the opening date of the advertising itself. We asked our Pacific coast manager how many razors he thought he could sell, as we wanted to manufacture on a schedule which would allow us to ship him in small but regular amounts. He asked for 75,000 to 100,000. Before the advertising started we had actually shipped him 360,000. Which was all due to the fact that the 1928 campaign had created widespread good-will.

"Nearly the same production and shipping conditions arose this year as in 1928, in spite of our plans. We started with 7,500 production daily, but were forced as high as 22,500 and eventually had to stagger shipments as we did last year."

Slowly at First

The plan was to work slowly in getting distribution so that necessarily highly speeded production would not prove too expensive over a short period. Accordingly, a letter to jobbers which followed the initial mail insert urged the jobber to check his stock at once and to order so that he would be sure of having enough razors when the campaign broke. "If you receive only a portion of your order, please be patient—the balance will come forward in one or more shipments in such a manner that you will have a stock of the new deal on hand or en route at all times until your order is completed." Another letter accompanied early shipments of the product.

Solicitation for repeat orders began among 1,400 jobbers on April 30, through the medium of a letter thanking them for their preliminary co-operation, telling about a broadside which was to be sent to the trade, and enclosing a self-addressed envelope for re-orders. In addition, gold announcement sheets were provided for the jobber to

send as mail-order blanks to his dealers.

Besides putting such effort on all drug and hardware jobbers carrying sundries, the company went after tobacco jobbers. "Today is the day of the Tobacconist," began one letter. "Where men congregate is the place to sell men's merchandise. We are at this time offering a special package that's going to have a strong appeal to the men folks. The attached circular tells the whole story."

This was an effort to point out the possibilities in this field to the wholesalers of tobacco, an effort which proved also to be a good stimulus to the AutoStrop company, for in trying to sell to this market the company was forced to go over its basic sales ideas and to relearn fundamentals that might otherwise have been glossed over in selling to its regular customers.

Direct solicitation began on 100,000 dealers immediately preceding the advertising campaign which opened in May. This took the form of the four-page broadside which opened with the "always respond to an encore" phrase and which continued with the story of how "after a brilliant performance last year with the Million Dollar Razor" the company steps "to the footlights again with an encore that tops the program." The message concluded, in keeping with the theatrical tone of the broadside: "The curtain is up . . . AutoStrop's greatest little encore makes its bow! Get ready for the storm of applause. . . Fill in the enclosed order card and send it off at once."

This was one of the broadsides which the company sends out each month to a so-called blue list of 15,000 dealers, and from this May mailing was received a 1 per cent return in postcard orders. As these came despite the fact that jobbers' men had been calling on this preferred list, the company feels that such orders were repeat.

Even this was not all. Realizing that immediately following the start of the national advertising there would be a splendid opportunity for repeat business which jobbers might easily overlook in the lag following their preliminary

September 7, 1929

THE BRIDGEPORT HERALD

Bridgeport, Connecticut

Gentlemen:—As another season comes to an end it is again the privilege of Roton Point Park to speak its appreciation of The Bridgeport Herald as an advertising medium.

To us The Herald is an effective means of comprehending the family public of the state of Connecticut, a group of patrons whose support is vitally important to the continued success of our recreation center.

It has been a pleasure to be with you during the summer of 1929, and we anticipate with satisfaction the resumption of this happy relationship in 1930. Sincerely,

M. L. MILLER.

The above is just a sample of the many unsolicited letters

THE BRIDGEPORT HERALD

Published weekly at
Bridgeport, Connecticut

receives from its advertisers.

What it is doing for others it can do for YOU.

It will pay YOU to advertise in the paper with the

Largest Circulation

Widest Coverage

**Lowest Milline Rate
in Connecticut**

National Representatives
Powers & Stone, Inc.

369 Lexington Ave., New York City
First National Bank Bldg., Chicago, Ill.

work, the company began a contest to keep up interest of jobbers' salesmen. The contest was very simple in its make-up. Every jobbers' man who sold twenty cartons, whether in a week, a month or three months, would receive a special AutoStrop traveling set with his name imprinted on it in gold.

A special sheet was provided for the wholesaler's men on which to record their sales in this contest. At the bottom was space for the salesman's name, the name of his firm, and the signature of his sales manager. The announcement went in printed form to the jobber, along with a special letter pointing out that while this was a sales contest it was one to be run by each individual salesman who actually was the sole entrant in his particular race.

Further to back this idea for keeping up wholesalers' men's interest, the company's own salesmen were urged to stress the contest in special talks. These talks were suggested not only to stimulate jobber interest in the birthday campaign for the present, but also in AutoStrop razors for the future. For illustration:

Unlike the magazine ads that claim a man must take a mail order course in order to be an enthusiastic speaker, or else he will find himself groping for words, we believe that each and every man on our staff is equipped to address the salesmen of our jobbers. Risberg, Miller, Seixas, and a few other men make it a point to address the men of one of their outstanding jobbers on Saturday mornings. It's easy when you know your story. Try to make it a point to do this. It will be an opportunity for you to place this contest plan before them.

We don't necessarily mean for you to retrace your steps or go many miles out of your way to address the sales staff of one of your jobbers, but we believe your itinerary can be arranged so that you will be in the city of one of your large jobbers on Saturday mornings, and I am sure that the Sales Manager will be glad to give you an opportunity to deliver a short talk to his travelers. Try it. You'll get a big kick out of it, and we are sure you will find it will result in revivifying the activities of the jobber's salesmen. They'll know you better, and in knowing you better, get behind your line.

One or two display lessons,

There is a **"Millionaire Market"**

*A circulation for which
there is no substitute*

If your logical market is to be found among people of more than ordinary means—if you sell the rich man's playthings or *necessities*—you can be sure your advertising message will be seen and read by the greatest number of such people if it appears in **THE BARRON GROUP**—*The Wall Street Journal*; *Boston News Bureau*; and *Barron's, The National Financial Weekly*.

Here is a circulation for which there is no substitute—a circulation of national scope which exists solely because of the vital importance of the daily news and trends in Wall Street to its readers. Advertising placed here reaches the greatest number of people of more than ordinary means when they are reading for dollars and cents reasons. These are the people who have the most to spend as individuals on luxuries and necessities.

There is a "millionaire market"—and here it is!

A blanket rate covering all three papers of

THE BARRON GROUP

This rate will be quoted to advertisers or advertising agencies upon application.

Address either: Paul Howard, Advertising Manager of *The Wall Street Journal*, 44 Broad Street, New York City, or Guy Bancroft, Advertising Manager of *Boston News Bureau*, 30 Kilby Street, Boston, Massachusetts

***The* BARRON GROUP**

The Wall Street Journal

Boston News Bureau

Barron's, *The National Financial Weekly*

A NEW ANALYSIS OF THE ROTARIAN MARKET, OF INTER- EST TO ADVERTISERS

A RECENT survey reveals the fact that in twenty representative midwest towns and cities, 2,816 fall into the following business groupings:

Industrial, 1,063....	37.8%
Distribution, 1,095....	39%
Financial, 250.....	8.8%
Professional, 408....	14.4%

This "cross-section" gives you an interesting new picture of the Rotarian market—136,000 community leaders of whom *eighty-five per cent belong to a definite business grouping* composed of owners, officials, and executives that form the commercial and industrial fabric of their communities.

The personal and business buying power of this group is tremendous—a rich and productive market which you can reach at small cost through the one publication that these men read—

THE ROTARIAN

The Magazine of Service
213 W. Wacker Drive, Chicago, Ill.

Eastern Representative
WELLS W. CONSTANTINE
17 W. 16th St., New York, N. Y.

Midwest Representative
F. W. HENKEL
306 S. Wabash Ave., Chicago, Illinois

COLOR

is available in The Rotarian at small extra cost—two-color inside pages and four-color process covers and inserts. Rates and complete circulation data will be promptly furnished on request.

learned in the 1928 campaign, were carried out in the 1929 campaign. Last year, according to Mr. Fleming, the company found that stores which used a home-made window poster to introduce the Million Dollar Razor outsold those which used the regular poster sent out with each razor order. Accordingly, window posters this year were designed to look as much as possible as if the dealer himself had made them.

Too, window cards were so prepared that they could be used in a complete razor window or in a window only partly given over to the birthday package display, on the principle that it does not pay selfishly to demand an entire window no matter how good the display. This material, along with counter display cards, went with each carton of ten razor packages, to form a complete dealer tie-in with the national campaign.

"In the introductory effort of last year," says Mr. Fleming, "we sought quick and widespread acceptance for our new razor. This we got, to the tune of three million distribution. And our later holiday business, with the razor selling as a straight \$1 item, exceeded similar business of any previous year. That campaign, in other words, brought us immediate dollar volume, and then the new razor continued to sell extensively. In addition, the number of new AutoStrop razor users was vastly increased. The same sort of returns are coming in from our birthday encore."

David Morrison with Al. Paul Lefton Agency

David Morrison, formerly advertising manager of the Almar Stores and assistant advertising manager of the American Stores Company, has joined the copy staff of the Al. Paul Lefton Company, Philadelphia advertising agency.

Massillon "Independent" Joins Ohio Select List

The Massillon, Ohio, *Independent* has become a member of the Ohio Select List of daily newspapers. The John W. Cullen Company, publishers' representative, is national representative of this group.

A manufacturer writes:

"Our Pathscope film shows complicated processes, care and precision in production, with remarkable clearness and vividness. It has enabled us to get our story across in a way that would be impossible in any other medium."



"I didn't know we had a 'MOVIE' story"

How an industrial film can be built to do a specific sales job:

It may be in your plant—product—idea—service. A business "movie" is there that can tell your selling story compellingly—where it counts. Where are you selling? To a few executives only, to distributors, dealers or consuming public? Every Pathscope film is built to concentrate on the actual buyer. Let us study your problem and suggest just where a movie can be used profitably.

"Get over" Plant and Process dramatically

With a portable projector and film your salesman can readily get a hearing with the important individuals and groups he might otherwise not even see.

A Pathscope production takes your plant

straight to the customer—explains your process with logic and power which the most stellar word-artist cannot attain without it. Every trait of your product is faultlessly demonstrated as you plan it—without omission or error.

A complete professional service

The Pathscope Company is equipped to produce your film from scenario to final prints. The Pathscope animated diagrams and cartoons are famous for their sales punch. Special directors and writers, experienced in many phases of selling, work closely with their clients' organizations to insure accuracy and vividness.

Let Pathscope study your problem. We are always glad to submit tentative plans and estimates on request.



"I showed my new Pathscope film at this one meeting. The men there were the ones I wanted to reach, and they received the picture with enthusiasm. Our complicated processes were made clear and vivid. The film has already done its job."

THE PATHSCOPE CO. OF AMERICA, INC.

Executive Offices: 35 West 42nd Street, New York City
Laboratory: Pathscope Building, Long Island City

"PRODUCERS AND DISTRIBUTORS OF BUSINESS FILMS"

Kenyon *and* Eckhardt

INCORPORATED

Successor

to the advertising business of

Ray D. Lillibridge Incorporated

October 1, 1929:

Otis Allen Kenyon and Henry Eckhardt have formed the firm of Kenyon and Eckhardt Incorporated, and have purchased the advertising agency business of Ray D. Lillibridge Incorporated.

Mr. Kenyon has been Vice-President and Mr. Eckhardt has been Executive Vice-President of Ray D. Lillibridge Incorporated.

Until November first, offices will remain at 8 West 40th Street, New York. After November first, they will be removed to 247 Park Avenue, telephone Wickersham 3920.

The organization of Kenyon and Eckhardt Incorporated remains substantially as that of Ray D. Lillibridge Incorporated. The present change is one of ownership and officership only.

Henry Eckhardt *President*

Otis Allen Kenyon *Treasurer*

Aldrich Taylor *Vice-President*

Charles H. Vasoli *Secretary*

Advertising Week in Chicago

Audit Bureau, Associated Business Papers and Six Other Groups Ready for Week of October 21-25

THE annual meeting of the Audit Bureau of Circulations, which forms the nucleus of the now traditional "A. B. C. Week in Chicago," falls this year on Thursday and Friday, October 24 and 25. That the preceding three days will be occupied by the annual fall conference of the Associated Business Papers has led some to feel this year's "week" should be termed "A. B. C.-A. B. P. Week in Chicago"—a title which, if nothing else, certainly has all the elements of true mystery for those not initiated in the terminology of organized advertising.

In connection with the week, however it be termed, six other groups will also be holding meetings in Chicago.

This sixteenth annual meeting of the Audit Bureau will start off with a general session at which the first event will be the reading of the president's annual report. Immediately following, while members are still in general session, there will be an informal discussion of general topics of interest to all divisions.

Regular divisional meetings—advertisers, advertising agents, magazines, newspapers, business papers and farm publications—will then occur on Thursday afternoon, with the general executive session for the adoption of resolutions and election of officers on Friday. As formerly, the Audit Bureau banquet falls on Friday evening, following the completion of all business. The program, like that of last year's banquet, will be speakerless.

While one never knows in advance exactly what will be brought up at the Audit Bureau meetings (since any member has a right to introduce on the floor any suggestion he wishes), here are three subjects which members have already stated they will raise.

The first, and perhaps most important, has to do with the old question of bulk circulation;

whether it should or should not be included in the "net paid" total.

Another question has to do with the rule stating that subscriptions may be classified as net paid, provided at least 50 per cent of the advertised price has been collected for them.

Another matter which one member has indicated he will bring up for action involves the present publicity rules of the Bureau.

"The Business Press in Step with the New Pace of Business" is the basic thought selected for the conference of the Associated Business Papers. The conference will get under way on October 21 with a luncheon, to be followed by two sessions on October 22. The annual dinner will be held on the evening of October 22. The program follows:

October 21, luncheon: "Some Current Problems in Business Education," Dr. Robert Maynard Hutchins, president, University of Chicago; "Make No Little Plans," Merritt Lum, assistant general manager, Montgomery Ward & Co.; "How Business Papers and Trade Associations Are Working Together," Alfred Reeves, general manager, National Automobile Chamber of Commerce; "The Industrialist and the Business Press," John Manley, vice-president, Fairbanks, Morse & Co., Chicago, and "The Merchandiser and the Business Press," Edward M. Skinner, vice-president and general manager, Wilson Bros., Chicago.

October 22, morning: Joint session with the National Conference of Business Paper Editors. Douglas G. Woolf, president of the editorial conference, presiding. "The News Demands of Business," Glenn Griswold, editor, Chicago Journal of Commerce; "Sensing the New Trends of Industry," John M. Carmody, editor, Factory and Industrial Management; "Making Business Leaders Conscious of Editorial Leadership," Samuel O. Dunn, editor, Railway Age, and "New Reading Habits of the Business Man," report on a survey to be presented by Arthur D. Anderson, editor, Boot and Shoe Recorder.

Afternoon: "Trends in Business Paper Advertising Rates," Walter Buchen, president, Buchen Co., Chicago; "The A. B. P.'s \$250,000 Advertising Program," William M. LeBrecht, chairman of advertising and publicity committee; "Circulation Building," a symposium by the A. B. P. Chicago circulation group; "Direct Mail Opportunities for Business Papers," G. C. Buzby, Chilton Class Journal Group, and an address by

Y. W. C. A. Market

Reached Through
The Womans Press
 the National Magazine of the
 Young Women's Christian Assn.
A Double Market



Y. W. C. A., Cincinnati, Ohio

That Reaches
 Individually

600,000

Women
 Members

196,000

Girl Reserves

49,000

Board
 Members

The key women
 of our cities
 and towns

One of 25 new buildings. Nine under construction, 34 being planned. A \$5,000,000 one-year building program.

A market that reaches buying executives for 690 buildings. Construction materials, furnishings, operating supplies.

There are 304 Y. W. C. A. cafeterias. These serve three meals a day, afternoon teas and club banquets. One cafeteria buys over \$2,000,000 worth of food a year.

255,000 girls registered in the physical education classes last year. 196,000 girls now belong to the Girl Reserve group.

THE WOMANS PRESS

published at the national headquarters has mailing lists of buyers of every commodity. These with a complete plan of individual services are free to advertisers.

Write for terms to

CLARA JANOUCH

Advertising Manager for The Womans Press
 600 Lexington Ave. New York City

Guy C. Smith, president of the Association of National Advertisers.

Six other groups will also be holding meetings in Chicago during the week.

The oldest of these, the Inland Daily Press Association, has been holding semi-annual conferences in Chicago for many years. It will convene this year on Tuesday, October 22, for a two-day discussion of middle and smaller town newspaper editorial and business problems.

Members of the Inland group and the American Newspaper Publishers Association will be the guests of the Bureau of Advertising of the American Newspaper Publishers Association at a luncheon and meeting to be given at the Morrison Hotel on October 23. The luncheon will be called to order by E. H. Harris, president of the Inland Press, who will introduce William F. Rogers, of the Boston Transcript, chairman of the committee in charge of the Bureau. Mr. Rogers will introduce W. E. Macfarland, business manager of the Chicago Tribune, who will preside. The principal address of the luncheon will be made by P. D. Saylor, president of Canada Dry Ginger Ale, Inc.

The luncheon precedes a meeting which is to have for its keynote, "Keeping Newspapers Supreme as the National Advertising Medium." William A. Thomson, director of the Bureau, will review the work of the Bureau since its establishment. There also will be an exhibit of research and promotional activities of what has been done to further organized selling by the newspaper industry. It will be the purpose of the meeting to encourage support for extension of these activities.

The Agricultural Publishers Association will hold its annual meeting on Wednesday. Preceding it, the Association of Farm Market Analysts, organized last spring, with Jean Carroll of the Meredith Publishing Company as president, will sponsor on Monday a meeting of individuals interested in farm market data.

Reverting to the newspaper field,



FACTS FROM THE FIELD

EACH month the activities, studies and observations of our editors, field men and research department are summarized in monthly Bulletins which are sent to our advertisers and others interested in facts about the fields covered by **ELECTRICAL CONTRACTING**, **MILL SUPPLIES** and **THE JOBBER'S SALESMAN**.

We will gladly place your name on our list to receive any or all of the following:

THE JOBBER'S SALESMAN Bulletin
ELECTRICAL CONTRACTING Bulletin
MILL SUPPLIES Bulletin

Electrical Trade Publishing Co.
520 North Michigan Avenue - Chicago, Ill.

INDUSTRIAL

Talking Pictures

AND

Disc Recording

Whether your business is Banking, Railroad, Utility, Oil, Chain Store, Manufacturing, etc. **INDUSTRIAL TALKING PICTURES** and **DISC RECORDING** will aid you in solving your **PROBLEMS ON SELLING, MERCHANDISING, PUBLICITY, TRAINING, ORGANIZING**, etc.

RECORDING ON DISC (on a 10" record) is a superior way to deliver your story and costs not much more than a small booklet (and it's audible).

SYNCHRONIZING WITH STILL PICTURES tells an effective story in an interesting, entertaining manner and is inexpensive.

A SYNCHRONIZED TALKING PICTURE of ten minutes duration which includes the full mannerisms, characteristics and personality of the individual can be made for approximately \$750.

RECORDING ON DISC FOR BROADCASTING IS ECONOMICAL.

Not connected with any other organization

STANLEY
Recording Co. of America, Inc.

1841 BROADWAY, at 60th
NEW YORK CITY

Phone: Columbus 3181-2

two other groups are scheduled for meetings: The International Association of Newspaper Advertising Executives, a one-day session on Thursday, and the 100,000 Group, with a luncheon-meeting on Friday. While dates were uncertain at the time this was written, the Western Council of the American Association of Advertising Agencies will also sponsor a dinner sometime during the week.

Thomas E. Mitten Dead

Thomas E. Mitten, president of Mitten Management, Inc., Philadelphia, was drowned last week when a rowboat, from which he was fishing, capsized. The accident took place on Mr. Mitten's country estate, near Milford Pike, Pa.

Mr. Mitten was widely known both as a traction expert and for his achievement as an arbitrator in settling labor disputes. As president of Mitten Management, Inc., he directed the policies of the Philadelphia Rapid Transit Company, the Yellow Cab Company and the Quaker Cab Company, both of that city, and the International Railway Company, of Buffalo, N. Y.

In 1928 he entered into a working agreement with the Amalgamated Association of Street and Electric Railway Employees. At that time, the employees of the company owned more than one-third of the stock, had a representative on the board of directors and received half the management fee of 4 per cent on gross revenue, as well as stock dividends amounting to more than \$1,000,000 a year. There had been no strike since Mr. Mitten took hold of the Philadelphia transit situation and his contract with union labor is looked upon as an outstanding development in industry.

Mr. Mitten also was closely allied with labor as president of the Mitten Men and Management Bank. At the time of his death he was in his sixty-sixth year.

Dr. Arthur Allen Mitten has been elected president of Mitten Management, Inc., to succeed his father.

J. A. Quint Joins Addison Lewis Agency

J. A. Quint, formerly vice-president of the Herr Advertising Agency, Minneapolis, has joined the staff of Addison Lewis & Associates, advertising agency of that city.

Craftex Account to Littlehale, Burnham, Fulton

Craftex Mills, Inc., Philadelphia, tapestries, brocades and damasks, has appointed Littlehale, Burnham, Fulton, Inc., New York advertising agency, to direct its advertising account.

The Paterson Press-Guardian

Now Offers Its Advertisers a Circulation of
Over 16,000 Net Paid

Confronted with the problem of reconstructing its circulation due to a city newsdealers' strike on August 16, The Press-Guardian immediately established a carrier boy system.

This has operated so efficiently that The Press-Guardian has been gaining in circulation at the rate of approximately 1,000 copies weekly.

The Press-Guardian is the only Paterson paper which has the office-owned carrier system of delivery, and the only paper which has a record of the names and addresses of its subscribers.

"It's good business to buy on a rising market."

The Paterson Press-Guardian

National Representatives

SMALL, SPENCER & LEVINGS

New York—Chicago—Boston



Teachers Now Planning Their Summer Vacations

Thousands of public school teachers are now planning their Summer vacations. They are dreaming and scheming—eager for your suggestions about railroads, steamships, tours and resorts. Their vacation trips often must be planned many months in advance.

Advertise your travel facilities now—the results will amaze you. Teachers spend more for travel than do any other group, but they spend it wisely and carefully—they must be sold.

The 36 state teacher journals in the Service Bureau group offer 576,198 bona fide teacher circulation. Their central office cooperates with travel advertisers by assisting them to immediately get in touch with prospective travelers.

Write for complete information.

Service Bureau

OF STATE TEACHERS ASSOCIATIONS, Inc.
103 Great Northern Hotel, Chicago, Ill.

THE MODERN IDEA

IN AGENCY SERVICE

The Porter Corporation calls in no specialists to help complete the advertising job. It was founded on the idea that modern agency service should be all-inclusive.

It does not unduly emphasize publication advertising (for example) or any single branch—except with relation to the individual client's interests. It is organized for the competent handling of all phases of advertising.

To meet modern tendencies and new conditions, it has gone beyond ordinary practice in offering a comprehensive service—the most complete* advertising service in New England.

These policies have attracted the desirable account connections which the Porter Corporation has formed.

THE PORTER CORPORATION

GENERAL ADVERTISING

88 PEARL STREET ♦ BOSTON

*Through affiliation with Dickie-Raymond, leading Direct-Mail house of the East, an all-inclusive advertising service is available to clients, covering all branches of publication, direct-mail and general advertising—with specialized knowledge in each.

Joint Campaign Links Golf Pros

NEWSPAPER space in Seattle is being used co-operatively by a group of seven golf pros in a campaign to encourage the purchase of golf clubs through their respective agencies. Six-inch, single-column copy is used, carrying the names of the pros together with the names of the clubs, located in and about Seattle, with which they are associated.

These pros, in addition to teaching the game, act as agents for nationally advertised golf clubs and balls which they sell to members. Golf is played in Seattle the year round and, it is estimated, 5,000 new followers of the links apply for instruction each year. One of the pros estimates that he sees about fifty new faces each week, beginners who report with shiny niblicks.

When instruction is begun, frequently it is found that the beginner's clubs are not suited to his individual needs. This circumstance appears to be so general in its occurrence that the pros have reasoned that if they could get a message to prospective golfers, not only would they be able to get the beginners started right but, in addition, a greater proportion of the business would be directed to the stores on the links.

Copy in the campaign, for example, carries the caption, "Who Picks Your Golf Clubs?" and states:

Short and long arms, short and long legs, fat and lean bodies, they each require their definite length of shaft and weight and lie of golf clubs.

It's our business as golf professionals to fit the player with proper clubs, clubs that feel right and that suit the individual's physical shape and style of play.

The campaign is aimed principally at those starting on their golfing careers. Seasoned players, it is thought, also will respond to the argument that the professional ability of the golfing pro enables him to ascertain the needs of a player with greater surety than the average store clerk.

If market research is to be done on anything like a scientific basis, it takes all the brains and ability that any one organization can hope to possess. If it is not done on a scientific basis, it is quite worthless. For those reasons we specialize in Market Research, and choose to confine ourselves strictly to our specialty.

R. O. EASTMAN Incorporated

113 West 42nd Street - New York
360 North Michigan Ave. - Chicago

RETOUCHING SPECIALISTS

BLACK
AND
WHITE
•
COLOR

ADDA AND
KUENSTLER
STUDIOS

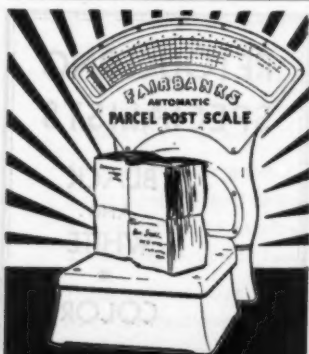
70 E. 45 - NEW YORK
Murray Hill 9237

A Good Buy

Our list of weekly, monthly and quarterly periodicals, with a combined circulation of 1,031,222, lands your message in substantial homes throughout the South. Rates and sample copies sent promptly on request.

Lamar & Whitmore

810 Broadway, Nashville, Tenn.



**Ship
printed matter
with
correct postage**

*Avoid waste
and returns...*

LA 570.3

General Motors Sales for August

During the month of August the General Motors Corporation delivered to consumers 173,884 cars, as compared with 187,463 cars delivered during the corresponding period of last year. Sales by General Motors manufacturing divisions to dealers amounted to 168,183 cars, or an output of 6,900 cars per day, as compared with 186,653 cars for the month of August, 1928.

These figures include passenger cars and trucks sold in the United States, the Dominion of Canada and overseas by the Chevrolet, Pontiac, Oldsmobile, Marquette, Oakland, Viking, Buick, LaSalle and Cadillac manufacturing divisions of General Motors.

Canadian Newspaper Campaign Advertises New Hand Soap

The Snap Company, Ltd., Montreal, Que., maker of "Snap," a hand cleanser, has introduced a new product, "Lather-O," a soap in cake form for removing stains from hands. Canadian newspapers are being used in an advertising campaign, which is being handled by A. McKim, Ltd., Montreal advertising agency.

H. J. Bub with Stewart-Jordan Agency

Herman J. Bub, for a number of years advertising manager of the Guting Shoe Company, Philadelphia, has joined the Stewart-Jordan Company, advertising agency of that city, as a copy and account executive.

Thrift Foundation of Ohio Appoints F. D. Conner

F. Dwight Conner has been appointed secretary-treasurer and general manager of the Thrift Foundation of Ohio, Inc., affiliated with the Engineers National Bank of Cleveland. He was formerly with the Guardian Trust Company, Cleveland, and the Continental and Commercial National Bank, Chicago.

C. E. Seitman with New York "World"

Charles E. Seitman, formerly with the local advertising staff of the New York American and prior to that with the New York Evening Graphic, has joined the display advertising department of the New York World.

"Golf Illustrated" Appoints A. C. Gregson

A. C. Gregson has been appointed editor of *Golf Illustrated*, New York, to succeed the late William Henry Beers.

The real test of
printing is not the
cost of the job but
the cost of results.
We don't do the
cheapest printing
but we do know a
lot about getting
the cheapest results.

OGDEN

PRINTING CO., INC.

209 W. 38th St., New York City

Mail-Order Houses Have Record September Sales

Sears, Roebuck & Company report, for September, sales of \$36,950,342, a record for the month and an increase of 23.1 per cent over the corresponding month last year when sales amounted to \$30,004,372. Sales for the first nine months of this year totalled \$298,312,262, against sales of \$231,365,458 for the corresponding period of last year, a gain of 28.9 per cent.

Montgomery Ward & Company report September sales as larger than during any other month of the company's history. Sales totaled \$26,127,589, against \$20,809,969 in September, last year, an increase of 25.5 per cent. Sales for the first nine months of this year totaled \$193,698,785, against \$148,362,025 in the corresponding period of last year, an increase of 30.5 per cent. September is the seventeenth consecutive month in which total sales have shown an increase over the corresponding month of the previous year, according to George Everitt, president, who said the increase was divided between the retail and mail-order departments of the company.

W. R. Ceperly, Jr., Joins Olson & Enzinger

Walter R. Ceperly, Jr., recently with Henri, Hurst & McDonald, Inc., Chicago, has joined Olson & Enzinger, Inc., Milwaukee advertising agency.

Murray & Coc, New Boston Agency

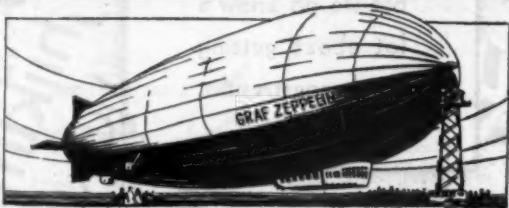
The partnership of Murray & Crocker, Boston advertising agency, has been dissolved and a new corporation has been formed to be known as Murray & Coc, Inc. George M. Murray, of the Murray & Crocker agency, is president of the new organization. Charles D. Coc, formerly in merchandising and sales capacities with the W. H. McElwain Company and the W. L. Douglas Company, both of Boston, and the L. A. Crossett Company, Abington, Mass., is the new member of the business.

The Cotuit Oyster Company, Cotuit, Mass., has appointed Murray & Coc, Inc., to direct its advertising account. New England newspapers will be used.

New Accounts for Prather- Allen & Heaton

The Ohio Butterine Company, Cincinnati, manufacturer of Churngold, has appointed Prather-Allen & Heaton, Inc., advertising agency of that city, to direct its advertising account.

Grace A. Rush, Inc., maker of Martha Ann Goodies, and the George A. Springmeier Company, manufacturer of the Graulock automobile lock, both of Cincinnati, have also placed their advertising accounts with the Prather-Allen & Heaton agency.



To Europe by Air

GRAF ZEPPELIN—last word in modern transportation—on its last trip carried to Europe convincing proof of America's leadership in artists' color-making.

This shipment of Weber Artists' Colors was the first ever to cross the Atlantic by air.

**Main Office
and Factory**
1220 Buttonwood St.
PHILADELPHIA

F. WEBER CO.
ART SUPPLIES
Since 1854

Branch Offices
ST. LOUIS
BALTIMORE



IMAGINE AN ARMY of five million privates and one general—but no captains or lieutenants. A Napoleon couldn't save that army from confusion!

Building supply and lumber dealers are your lieutenants, each commanding some five hundred actual active customers. The 10,000 larger, more progressive dealers who read Building Supply News are all keen merchants, trained to march builders and homeowners your way. And Building Supply News helps with timely articles on the strategy of selling.

Get your message to these 10,000 lieutenants quickly and effectively by advertising in BUILDING SUPPLY NEWS, CHICAGO

Building SUPPLY NEWS

Read by
TEN THOUSAND
dealers





A Study of All American Markets

New Edition

Opening new territory ceases to be guesswork if you use this book

**In standardized form it sets
forth sales data by states,
counties, towns of 1,000
up, and facts about our 100
principal markets**

How a specific manufacturer can use this book

For example, a paint manufacturer could get the following data on the Omaha, Nebraska, trade territory:

1. Number of hardware stores, builders' material and lumber yards, department stores, furniture stores, and chains in Omaha proper.
2. Number in all towns of 1000 up in trade territory.
3. Number of families, dwellings, and male buyers over 15 years old in same.
4. Average size savings account.
5. Full details on newspaper circulation, and proportion of population reached by advertising.
6. Map of trading area—its relation to other areas.
7. Full data on wholesale outlets.

THE sales executive who knows one section well—but is hazy about far-away territories—will give thanks for the new edition of "A Study of All American Markets". Now he can plan with assurance.

In answer to the need for a simplified commercial census this volume was prepared, sponsored by the publishers of leading newspapers in cities of 100,000 population and over—yet broadly and impartially giving accurate market data on the entire United States.

Distributing outlets are given for 24 retail divisions, 7 wholesale, 6 chain. Individual savings accounts and latest population estimates are included, with complete maps of trade territories, states and of the entire country.

The gratis distribution of this volume is limited to business executives who are interested in the utility of newspaper advertising. Inquiries should be written on business stationery, and \$1 enclosed to cover postage and packing. Otherwise The 100,000 Group of American Cities reserves the right to charge the production cost of \$15 a copy.

The 100,000 Group of American Cities

400 West Madison Street, Chicago, Ill.

110 E. 42nd St., New York City

How to Get the Sales Force to Use the Sales Manual

(Continued from page 8)

sending them. We have had considerable encouragement, however, during the last year in this respect. There is abundant evidence that our salesmen are giving much more serious attention to our manuals and other material."

The company accounts for this increased interest in its sales manual in a number of ways. One has to do with the monthly meeting plan that has been referred to in the last few paragraphs. "During the last year," says Mr. Marsh, "we have inaugurated a definite program of agency sales meetings which provides for one all-day meeting each month. The program for these meetings is prepared in this department and mailed to all the agencies thirty days in advance. The program is arranged very much in the form of a quiz and these questions are based upon definite text material with study references given at the beginning of the program. A salesman cannot make a creditable showing at any one of these meetings without studying the text which includes not only our sales manual, but all of our printed publications as well.

"These sales meetings are proving very popular and I am quite encouraged with the results obtained thus far. Our problem is, of course, to maintain interest in these meetings and here, again, our agency instructors are very helpful."

The Minneapolis-Honeywell Regulator Co. also makes use of sales meetings to stimulate interest in the sales manual. Until three years ago, this company had no formal manual. As its sales staff grew, it found that processed sheets sent to the men, and for which a loose-leaf binder had been provided, were not being used. Accordingly, it prepared a new book of some 450 pages. Included in the volume was all the information the company was able to collect from its records and experiences

which it thought would be of value.

"As is usual with a new book," writes George B. Benton, assistant sales manager, "it proved decidedly interesting. But even at the outset, we felt that some means of making certain that each salesman studied it were necessary.

"We eventually decided that the best, and perhaps the only way to get this result was to work up a course of lessons, and in preparing them, we laid out first a set of assignments for study. These assignments covered not only the sales manual, but our catalogs and other printed matter. A set of questions was prepared on each assignment and a set of answers to these questions was also compiled."

The original method of using this material, Mr. Benton informs us, was to send out one lesson at a time to each branch. The assignment was given to the salesmen for study at the beginning of the week; at the end of the week the questions were to be answered on special examination forms. Then the sales manager in each branch was to correct and grade the papers and send them to the home office for comment and for recording.

Why Plan Was Dropped

Upon receipt of one set of answers, the home office would send out the next lesson, and this process was carried through the entire course of eighteen lessons. The plan was used for about a year. At the expiration of that period it was decided it was too cumbersome and unsatisfactory for two reasons: Changes in personnel made it difficult to keep track of individuals from the home office and, second, local circumstances at the various branches sometimes prevented the course going through on schedule time.

Consequently, the plan was changed as follows: Instead of sending the lessons out one at a time from the home office, a complete set was sent to each branch with instructions to handle it in this manner:

At the outset, an assignment is given the salesmen for study. Toward the end of the same week,

E

xport Advertising Man **Wanted**

A rare opportunity for the one man in a thousand who can fill the bill.

We have a hard job and we're going to be hard to satisfy. In fact, one or two pretty good men have failed at it.

On the other hand, ours is a big and prosperous company, expanding rapidly, able and ready to "pay it with cash" to men who make the grade. The job is an important and an interesting one, the associations are pleasant, and the possibilities for quick advancement unusually good.

If you are interested, write us a letter which in effect checks your qualifications against the specifications below. We shall be less impressed by generalities and advertising jargon than by specific facts, and shall depend upon plan and content of your letter for our first impression of your ability. . . . Or, if you know such a man, you can do him a favor by calling his attention to this ad.

the job

Planning, copy-writing, contact with art and production departments, and supervision of translations; for newspaper ads, booklets, outdoor advertising, store displays, dressing material, and sales promotion pieces.

the man

Must be under 35, a fluent writer, of sound common-sense, an experienced advertising man, but still teachable.

Should be college trained, with reading knowledge of Spanish and some ability at rough layouts, and a fairly good judge of typography and art.

Could also use selling, newspaper, or pharmaceutical experience, additional foreign languages, or knowledge of export markets and media.

the salary

Whatever is necessary to get exactly the man we want.

Our own staff informed of this ad—All applications confidential—No references disturbed without permission.

Address "T", Box 60, Printers' Ink

the salesmen are called into meeting and given the questions one at a time. The answers are written down at the meeting. At the end of the meeting, the test papers are collected and then there is a complete discussion of each of the questions and the proper answers to them.

After the meeting, the papers are graded by the local manager and sent in to the home office to be checked. The home office makes note of the fact that a certain lesson has been completed and returns the papers to the branch or dealers, but makes no effort to keep track of the progress of the individual salesmen. "This method," says Mr. Benton, "is more flexible so far as the branch is concerned in handling its salesmen. Furthermore, it saves the home office considerable detail because we merely follow each branch instead of having to keep track of each salesman."

"To keep this plan alive, we make two special efforts each year, one some time close to the first of the year, the other at about the middle of the year. At these times, we revise the lessons, if necessary, and make a fresh start on seeing to it that the entire organization pays some attention to this educational work. But even with all this system in operation, we find it difficult to keep the manual in use to as large an extent as we should like."

An Informal Quiz

So much for the adaptation of sales meetings to this particular problem. The next and final plan is closely similar, in that it employs a set of questions, but it operates without benefit of any actual meetings. E. J. Heimer, sales manager of the Barrett-Cravens Company, outlines his company's adaptation of this system:

"We try to have our men look upon our sales manual as their encyclopedia—and to this end hand out quizzes. These quizzes are not weekly or monthly—nor can they be said to be spasmodic. We send them out as often as is consistent, depending on the amount of work involved in answering a quiz as

"—he knows more by ten to one, about why people buy, than any other man we have ever known!"

THE AMOS PARRISH MAGAZINE

salesmanship for the new era

By **CHARLES W. MEARS**

Dean, Cleveland School of Advertising and Sales

**Just
Published!**



**Praised by
practical, successful
salesmen!**

"It will pay any man—the junior salesman as well as the seasoned veteran—to consider the points discussed by Mr Mears. They are profit makers!"

—E. C. Sparcer, Connecticut Mutual Life Insurance Company.

"Sales executives will enjoy it and derive from it real help."

—Printers' Ink.

"Forcefully and ingeniously states not only the oft-repeated fundamentals, but much new material and new slants."

—C. H. Henderson, Vice President, Stephen Sanford & Sons.

"This book is solid meat! The business world is fortunate that Mr. Mears has put into book form the principles he so successfully teaches."

—S. W. Walensburger, Merchandise Manager, The Halle Bros. Co., Cleveland.

Are you—or your sales force—still using old fashioned, "high-pressure" selling methods? Or have you discovered the cash value of putting yourself in your customer's place, attacking his problem constructively, and arousing in him the desire to buy? Mr. Mears here tells how modern successful salesmen are using merchandising, sales appeal, practical psychology, and sound economic principles to do just that. He treats in detail questions of sales strategy, persuasion in selling, closing the sale, sales manuals, sales promotion, and all other topics connected with the subject.

Mr. Mears is the head of a large and successful salesmanship school in Cleveland, attended annually by hundreds of salesmen and salesmanagers from all over the country. His book offers, for \$3.00, the essence of this course, which would cost many times that sum if personally attended. It will be invaluable not only for salesmen, but also for salesmanagers and sales trainers who are looking for the new approach to the salesman's problems.

Special discounts on quantities for salesmen's training.

Price \$3.00

FREE EXAMINATION!

HARPER & BROTHERS, P 110
49 East 33rd St., New York City.

Send me a copy of *Salesmanship for the New Era*, \$3.00.

☐ I will remit \$3.00 in 10 days or return the book.

☐ Check is enclosed. ☐ Send C. O. D.

Name

Address

Business Connection

Please fill in

(NOTE: Books sent on approval only in U. S.)

Publicity Man

A large concern, bearing one of the most respected names connected with the automotive industry has an opening for a high-class publicity man, capable of getting out a house organ of real merit.

Prefers a young man with ambition who would find the position a stepping stone to something better after he had demonstrated his worth.

Replies will be treated in confidence. Address "B," Box 57, Printers' Ink.

Sell England from Inside

HERE is a double-harness combination with a wide outlook—the Director & Advertising Manager of a famous English manufacturing organization, and a Visualiser & Copy Expert long practiced in penetrating the Britisher's hide.

They are looking for bigger things and are in a position to put up an unusual proposition to any one enterprising American House contemplating selling east of the Herring Pond and recognising the necessity for the full-time co-operation of on-the-spot experience, to ensure a maximum share of the British market.

Potential allies, equipped with first-hand knowledge of insular marketing conditions and a trained sympathy with local and class idiosyncrasies, would like to have a talk with any Director prospecting in the British Isles.

BM/4ASG.

LONDON,

W. C. I.

well as weather conditions, etc. For example, we wouldn't send a quiz out in extremely warm weather, nor do we send one out when we know that a holiday or two will intervene. But when we find that everybody is plugging along, we find it to be a good quiz time. The quizzes are so arranged that the men are compelled to refer from one part of the sales manual to another."

The questions appear on individual sheets of paper, one question to a sheet. Here are some typical questions:

What is the largest and the smallest size barrel that can be handled on a standard Barrett barrel truck? What is the price?

Suggest a use for a Barrett hoist. Describe how you would apply it and figure the cost on the unit you would propose.

Figure a price on a telescopic electric elevator to go through a seven-foot opening. Capacity 1,500 pounds, platform 48" wide and 36" long, one horse power motor. What would be the lifting height, the overall height and what would be the speed with a full load?

A customer writes: "I have received the new elevator—how much of an overload will it carry?" (The machine has a 1 horse power motor.) What answer would you give him?

Why should the carrying frame of a lift truck be as long as the platform when handling sheet steel? Or, shouldn't it be as long?

The Timken-Detroit Co. is considering the advisability of a quiz of some sort such as this. E. V. Walsh, sales manager, who has already been quoted, says: "I have had in mind for some time a little examination, asking only questions which can be answered from the sales manual. Ordinarily, I do not like to conduct an examination of this kind, as it too frequently appeals to the average salesman, particularly of the caliber that we employ, as something bordering on the schoolboy age. However, I am still giving it serious thought and it is quite possible that, during the coming winter months, when our sales are at their lowest point, I will carry on something of this nature, offering, however, cash prizes for the best presentation of the answers."

There may be other methods of

EVERY NIGHT
SOMEWHERE
Nunn-Bush
IS ON THE AIR



A new idea in electrically recorded Radio campaigns, planned and executed in every detail by Olson & Enzinger, Inc.

This agency's Radio Department is fully equipped to handle any type and every phase of your radio advertising. Chain or spot station broadcasting is treated with equal skill by our staff of specialists, directed by an Olson & Enzinger executive. Personal contacts with stations from coast to coast, and with radio artists of prominence. The services of our program director, continuity writers, our testing and rehearsal laboratory for record programs are all at your disposal.

To manufacturers selling dealers on exclusive or franchise basis, radio advertising now offers a sensational new solution to an old problem. Write us for particulars.



OLSON & ENZINGER

MILWAUKEE
Century Bldg.

INC.

NEW YORK
551 Fifth Ave.

MR. BLISTER RISKER

YOU'VE met him!

He's the man who takes a chance on his mats and ruins your ads with blisters. He thinks that ordinary mats are good enough—so your ads reproduce poorly and the campaign falls flat.

Too bad Mr. Risker hasn't tried SELCO mats—the blister resisters. Selcos can't blister! They might tan—but blister? Never! Because Selcos are made in a new way—combining the advantages of both the wet and dry processes—and because Selco matrix paper is conditioned differently.

The result is a mat of such depth and sharpness of impression that many large national advertisers and agencies have pronounced Selcos, "The best mats we've ever used."

Let us prove to you that Selco mats won't blister and that they will give you better results in every way. Try our fast service on your fall and winter campaign. Send us your own pattern plates or let us make them for you. Don't be a Blister Risker!



THE SYRACUSE ELECTROTYPING CO.
122 Dickerson St., Syracuse, N. Y.
ELECTROS • LEAD MOLDS • MATRICES

inducing salesmen to put their sales manuals to more frequent use. Beyond doubt, however, the plans outlined in this article take in the principal ones and certainly those most commonly employed.

It is important to note that most, if not all, of the plans are inter-related. In other words, a company does not use one of them to the exclusion of all others. In fact, practically all of the companies quoted in this article employ, in combination, a majority of the eight fundamental plans described.

Changes in A. J. Krank Company

The A. J. Krank Manufacturing Company, St. Paul, toilet preparations and cutlery, has been purchased by Will O. Washburn, formerly a managing partner of the American Hoist & Derrick Company, also of St. Paul. His two sons, Joseph H. Washburn and Albert O. Washburn, will become vice-presidents of the company.

Two new corporations will be formed, the A. J. Krank Company, which will conduct the manufacturing end of the business, and Alfred J. Krank, Inc., which will operate retail stores.

C. J. Stiers with Sayler & Associates

Carl J. Stiers, for the last two years advertising manager of the W. W. Sly Manufacturing Company, Cleveland, has joined Austin C. Sayler & Associates, Inc., merchandising service of that city. He will be in charge of the planning and copy department.

Philip DeAngelis with "Aromatics"

Philip DeAngelis has been appointed editor of *Aromatics*, New York, recently acquired by International Publications, Inc. *Aromatics* hereafter will have a type page size of 6½ by 9½ inches.

Solidon Account to Eugene McGuckin

Solidon Products, Inc., manufacturer of wall and ceiling materials, has appointed The Eugene McGuckin Company, Philadelphia advertising agency, to direct its advertising account.

J. A. Horacek Joins Otte & Company

Jean A. Horacek, formerly with the advertising department of the Chicago *Daily News*, has joined Otte & Company, investment firm of that city.

Art Director wanted

who would like to have partnership in agency

Here is an unusual opportunity for a young but experienced art director and visualizer who would like to participate in the profits of the agency for which he creates.

Sizable interest available to the right man in a fully recognized New York agency—a man who understands modern art, fashion work and general advertising.

Address

"L," Box 205
Printers' Ink

To the Business-Getter

Whether you now have it, or can get it if you have the right connection, this nationally known advertising agency has an opening which ought to interest you.

Give us the particulars about yourself (in confidence, of course), and we'll arrange for an interview.

Address "J," Box 203
Printers' Ink

A Clever Woman
who has the knack
(and can prove it)
of securing busi-
ness of a substan-
tial nature for a
large national ad-
vertising agency
can secure
an interesting
and quite remu-
nerative position
by writing to

"H," Box 204
Printers' Ink.

A Sales Executive—

of unusually thorough experience
desires a position offering a sub-
stantial business future depend-
ing only on results obtained.

His training includes road sell-
ing in the building field, sales
manager in the machinery busi-
ness and advertising manager in
the publishing business. He has
been a comptroller in a firm doing
several millions annually.

This experience has been de-
liberately obtained in several lines
so as to furnish a varied back-
ground and a thorough knowledge
of distribution methods, sales
management problems, advertising
and financial control.

He is 36 years old, a protestant,
well educated and has the adapt-
ability necessary to handle men
successfully. He is married; pre-
fers the Chicago district as a per-
manent residence, but is willing
to go anywhere.

Address "O," Box 207, care of
Printers' Ink, 231 South La Salle
Street, Chicago, Ill.

Advertising Specialty Associa- tion Meets

At the annual convention at Chicago, last week, of the Advertising Specialty Association, D. E. Messenger, Messenger Publishing Company, was elected president. He succeeds William Cochran, who was named honorary vice-president. Other officers are: J. B. Carroll, first vice-president; T. R. Gerlach, second vice-president; and L. E. Kahn, treasurer.

New directors are: S. W. Allen, Charles R. Frederickson, William H. Seely and A. Selikowitz. Carroll H. Sudler, L. J. Felsenthal, C. B. Goes, Jr., Frederick Grant, William A. Repke, and J. E. Belden hold over from last year. C. A. Peck and U. Rae Colson were re-elected. It had been voted to increase the membership of the board from nine to twelve.

Promotion of sales was the principal subject of discussion at the meetings. Professors R. C. Borden and Alvin C. Busse, of New York University, outlined their scientific formula for winning a business argument in the sales solicitation, illustrating their points with dramatic presentations of actual sales and sales attempts. F. H. Ward, advertising manager of the Jewel Tea Company, told of the tangible returns which his company has received through the use of advertising specialties.

F. W. Harvey, Jr., of the McJunkin Advertising Company, spoke on specialties from the advertising agent's viewpoint. He expressed it as his belief that specialties can be more effectively sold as a medium by going direct to the advertiser, rather than working through the agent.

The Government's use of advertising was the subject of an address by Ruth Hanna McCormick, congressman-at-large from Illinois, at the annual banquet.

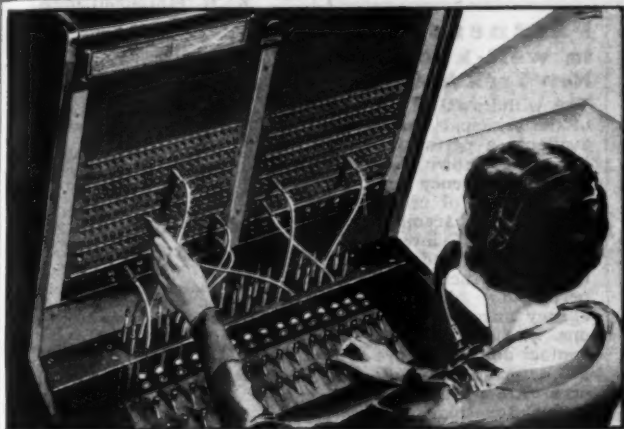
Kolster to Acquire Earl Radio

The Kolster Radio Corporation, Newark, N. J., will acquire the Earl Radio Corporation, New York, through an exchange of stock. Rudolph Spreckles, chairman of the Kolster Company, will continue as chairman of the new consolidated company. Ellery W. Stone, president of the Kolster company, will become chairman of the executive committee and C. A. Earl, president of the Earl company, will become president of the new company.

Operations of the Kolster and Earl companies and the Freed-Eisemann Radio Corporation, which is controlled by the Earl company, will be continued as distinct units without disturbing contracts with existing dealers and distributors.

J. E. Burns with Critchfield Agency

John E. Burns, formerly with the sales division of the Southern Cotton Oil Company, is now with the Philadelphia office of Critchfield & Company, Chicago advertising agency.



THE FAR-FLUNG PARTS OF AN ORGANIZATION, ITS DEALERS AND ITS CUSTOMERS, ARE BROUGHT AS CLOSE AS INSTANT SPEECH

Great strides in invention, great expenditures . . .

*An Advertisement of the
American Telephone and Telegraph Company*



BUSINESS, using the telephone, eliminates space and time. The far-flung parts of an organization with its dealers and customers are brought together by instant speech. The home, like the office, reaches out over an ever-widening circle of neighbors.

The telephone is tireless and quick. It runs errands near and far, transacts business, keeps friendships alive. Telephones throughout the house save time and fatigue. They bring the comforts and conveniences of the office to the women in the home.

Keeping ahead of the new developments in American life calls for great strides in inventions, great expenditures in money. The Bell System's outlay this year for new plant and service improvements is more than 550 million dollars. This is one and one-half times the cost of the Panama Canal.

This program is part of the telephone ideal that anyone, anywhere, shall be able to talk quickly and at reasonable cost with anyone, anywhere else. There is no standing still in the Bell System.

Partnership in well-known New York Agency

The withdrawal of one of the principals makes available a partnership in a well-known fully recognized agency serving a group of prominent national accounts. Substantial interest may be purchased from retiring partner by experienced advertising agency man, preferably one whose selling and contact ability can produce profitable business. A genuine opportunity for man who wants to participate in the agency profits or who operates a one-man agency.

Address "N," Box 206
Printers' Ink

Account Executive

now available

His record as a creative writer, service manager and business getter should interest most any progressive advertising agency, large or small.

Address "Q," Box 208
Printers' Ink

K. B. Hollowell with "System"

Knowles B. Hollowell, recently with the Chicago office of the Meredith Publishing Company, representing *Successful Farming*, has joined the office in that city of the McGraw-Hill Publishing Company, Inc., as a member of the advertising staff of *System*. Previous to his connection with *Successful Farming*, he was with the Chicago office of *Form Journal*.

D. E. Forker, Advertising Manager, Union Oil

Donald E. Forker, formerly district relations manager of the Union Oil Company of California, Los Angeles, has been appointed advertising manager of that company.

Mr. Forker succeeds V. L. Ehrenclo, who has resigned to devote his entire attention to the management of the Occidental Publishing Company.

Horton Manufacturing Com- pany Appoints Hoyt Agency

The Horton Manufacturing Company, Bristol, Conn., maker of Bristol steel golf shafts and Bristol steel fishing rods and tackle, has appointed the Charles W. Hoyt Company, Inc., New York advertising agency, to direct its advertising account.

William Johnson with "Arkansas Democrat"

William Johnson, for two years Washington correspondent of *The Country Gentleman*, has joined the staff of the Little Rock *Arkansas Democrat* as special writer on agricultural and business subjects.

Appoint Harold D. Frazee Agency

The Curran Laboratories, New York, hair wave sets, have appointed Harold D. Frazee & Company, Inc., New York advertising agency, to direct their advertising account. Magazines and newspapers will be used.

Prometheus Electric Account to Low Agency

The Prometheus Electric Corporation, New York, manufacturer of electric heaters and sterilizers, has appointed the F. J. Low Company, advertising agency of that city, to direct its advertising account.

Street & Finney Agency Transfers Fred Berning

Fred Berning, an account executive with Street & Finney, Inc., New York advertising agency, has been transferred to the Boston office of that agency.

Who Wants a Good MANAGER of salesmen who is also a good SALES MANAGER?

Some sales managers are not so good as managers of salesmen. Other managers of salesmen are not so good at managing sales.

There is a young man now available who is unusually successful in managing and directing salesmen and is also a capable director of sales. He is in his easy thirties and married. He has had much valuable experience in drug store and department store lines. He has traveled all over the United States, knows territory and trade. He makes friends—and keeps them. He has the knack of keeping a sales force enthused and on the job. He is a great believer in having a fixed policy and working it hard. He is a leader rather than a driver.

While this man's experience has been largely in drug store and department store merchandise, he believes he can apply his principles of operation to a good line in another field with equal success.

For a firm seeking new distribution this man would be ideal. For an established firm seeking to build a sales organization of the better grade, he would be a winner.

For further information and interview, please address Starling H. Busser, 383 Madison Avenue, New York. Telephone: Vanderbilt 5720.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. TREASURER, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GUYE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year, Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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A. H. Deute, Special Contributor

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Frederic Read
Philip H. Erbes, Jr.

London: Thomas Russell

NEW YORK, OCTOBER 10, 1929

When Associations Start to Educate

At its recent convention in Chicago the National Chain Store Association voted in favor of a \$250,000 budget to finance a program of education during the coming year. This is a significant indication that at last the chains are awake not only to the situation they face—they have seen that for a long while—but also to the fact that the time has arrived for aggressive measures to counteract the anti-chain agitation which is becoming more marked each year.

Despite the fact—and perhaps partially because of the fact—that American industry is now in an era of "big business," there are plenty of people who wistfully remember Roosevelt and his trust busting tactics. It is not hard to find an undercurrent of question-

ing discontent which occasionally finds expression in legislative halls or the pages of the more radical mediums of public expression. Unhappily for the chains, they come in for frequent attacks as soulless corporations trying to put the independent retailer out of business. Each year the number of proposed laws intended to curtail chain activities grows.

The chains, therefore, are to be congratulated for their decision to fight anti-chain opinion co-operatively. There is a big educational job to be done and it can best be accomplished by co-operative effort.

The fact that such a small sum as \$250,000 is quite inadequate was pointed out at the convention by George B. Everitt, president of Montgomery Ward & Company, and it seems to be the general understanding among the chain men that this initial appropriation is merely a beginning to enable the chains to study their problems and avoid the mistakes so frequently made by industries inaugurating similar "educational" programs.

It will be well if the association takes warning from these failures and, at the same time, realizes some of the pitfalls that lie in the path of an organization setting out upon an "educational" program. The greatest of these perhaps is the desire to create subtle propaganda.

For some strange reason many otherwise highly intelligent business men feel that advertising is not subtle enough. They yearn for free publicity and dream fondly of influencing school children, chambers of commerce, local booster organizations, etc. Frequently they are able to get away with this for a time but we need only to point to recent unpleasant experiences to show how much of a backfire there is when these methods can no longer be kept secret. There is nothing particularly subtle in getting caught and the chief value of most free publicity is in concealing its real source.

The recent advertising of the Great Atlantic & Pacific stores which, incidentally, represents an investment of considerably more

than \$250,000, is a case in point. The chain store is a new thing, and its advance is a real one. The chain store is a new thing, and its advance is a real one. The chain store is a new thing, and its advance is a real one.

Final that \$250,000 is quite inadequate was pointed out at the convention by George B. Everitt, president of Montgomery Ward & Company, and it seems to be the general understanding among the chain men that this initial appropriation is merely a beginning to enable the chains to study their problems and avoid the mistakes so frequently made by industries inaugurating similar "educational" programs.

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than \$250,000, stands as an excellent example of the type of constructive work that accomplishes far more than so-called subtle propaganda. It has been worth many times more to the chains generally than any possible free publicity. The chains are in a peculiar situation in their relations to the public and must avoid, as A & P has, in its advertising, any possible appearance of trying to influence public opinion by subtle methods. Utter frankness and honesty are essential.

Finally, the chains must realize that \$250,000 is only a beginning and that they will accomplish their task only by long and consistent effort. So many association activities have set out amid a fanfare of trumpets only to bog down halfway along the road.

Continued effort, a united front, a realization that the task is not that of a year or two years, a proper appreciation of the value of advertising, a proper realization of the dangers of subtle propaganda; these are some of the essentials in a successful association program.

Can the Dealer Be Forced?

Many progressive advertising programs are built around the thought that the dealer's reputation in his community may be a stronger and more valuable asset than that of the producer. Hence the force of the advertising is properly directed toward obtaining consumer acceptance for the merchandise, and to the individual store is left the more than important function of being the agent, so to speak, to translate into actual sales this willingness to buy.

Theoretically the idea is entirely sound. And if 75 per cent of the dealers in this country were thoroughly efficient, instead of being exactly the opposite as is the case now, it would be just as sound in actual practice.

The facts are, however, that only approximately one-fourth of the dealers now in business are able or willing intelligently to ally themselves with the selling opportunity

created by the advertiser. He can go along with this minority and never fear about results if his goods and prices are right.

But 25 per cent aggressive co-operation from the existing dealer body is not enough for a manufacturer who has, or aspires to have, completely national distribution. What is he going to do? It is not surprising that in this contingency thoughtful merchandisers are seriously wondering if here is not a place where the brute strength of advertising should be utilized. In other words, they would make an overwhelmingly masterful presentation to the consumer and not depend upon the dealer at all for liaison work with the buying public. The dealer would almost be forced to stock the goods, as they then would be staples called for by popular demand. His work would be simply a mechanical process of selling what was asked for and getting the money for it.

There would be nothing especially revolutionary about this so far as we can see. About the only difference between it and the present procedure would be that sizable sums of money, now wasted in trying to "educate" the dealer, could be diverted to more productive work. It would be only giving official recognition to what is already tacitly accepted as a fact, namely, that many of the stores in the 75 per cent majority are, after all, only slot machines.

If it were not for violating confidences we could give here a lengthy list of advertisers who plan thus to proceed with the dealer—meaning, of course, those dealers on the majority side who perhaps never will be much, if any, better merchants than they are now. We are not prepared to say that these advertisers are necessarily wrong. Strong-arm work in advertising is not purely economic, but neither is the multiplicity of dealers who have no real reason to be in business. Until an economic condition can be brought about in the latter respect—as it will inevitably be brought about in time—maybe advertising will have to show its teeth once in a while.

Selling Selling

Flint Garrison, director general of the Wholesale Dry Goods Institute, points out in a recently issued statement that there are some 40,000 to 50,000 retail dry goods and department stores in this country that are badly frightened by chain competition. These stores have sales averaging from \$50,000 to \$200,000 per year. Because these retailers find chain rivalry a source of worry, they are not nearly so much interested in buying an individual line of merchandise, says Mr. Garrison, as they are "in turning to some source which is so organized that it can sell them 'a successful method of doing business.'"

Mr. Garrison points to the need of this type of retailer as the big opportunity for the wholesaler and with this we heartily agree. We like particularly Mr. Garrison's remark that what these merchants want to be sold is not goods but "a successful method of doing business." There is little doubt that in this remark lies the basis of successful operation by wholesalers in the years to come.

The wholesaler is in the unfortunate position of having to forget a tradition which makes of him nothing more than a distributor of merchandise—a middleman performing certain distributive functions centering around merchandise. Now the wholesaler must put merchandising ahead of merchandise—and that is not an easy mental turn-about.

Yet there is every reason to believe that the wholesalers, or at least many wholesalers, have changed their habit of thinking and are selling selling, instead of selling goods. That augurs well for the future of wholesaling.

A Suggestion for Conventions

In another part of this issue there appears a report of last week's convention of the National Industrial Advertisers' Association. Accompanying the report, are brief extracts from a number of the talks delivered at this meeting.

A casual glance at these brevities

promptly impresses upon the reader that here is one association which believes in listening to speakers who are somewhat outside of the association membership. For example, one of the speakers was an architect; the other an engineer. Both spoke on advertising; both criticized current advertising and both made specific suggestions for the improvement of current campaigns.

We call attention to this procedure, not because it represents a departure in so far as advertising association conventions are concerned, but because it seems to us that the idea has not been employed with equal frequency by the industries represented by these critical speakers. How often, for example, have architects invited "outsiders" to tell them what is wrong with the architectural profession? How often have the various associations of engineers done the same thing? Finally, how often have various manufacturing, wholesaling and retailing groups adopted this idea?

The answer to all those questions is—seldom, if at all. Yet we can see no reason why this same plan would not be equally valuable to a multiplicity of trade associations.

Any number of associations covering all types of industries and professions would find that their conventions would be made more helpful and practical were they to call on outsiders for comment—favorable or otherwise. In fact these associations might even call upon the advertising business and give it a chance to tell what it, in turn, thinks of these other industries. We are quite confident that advertising's representatives would prove that the business of advertising can give just as much as it can take.

Rowland Davis with Blaker Agency

Rowland Davis, previously with the New York office of Addison Vars, Inc., advertising agency, has joined the staff of the Blaker Advertising Agency, Inc., New York. He was formerly an account executive with Batten, Barton, Durstine & Osborn, Inc.



CAN Copy on a Dictionary Really Be Made Interesting?

Some of our CLIENTS

Book-of-the-Month Club, Inc.-Simon and Schuster-The Pelman Institute of America-Thomas Nelson & Sons (New Century Library)-E. Fougere & Co. (Rigaud-Mary Garden Perfumes)-John C. Winston Co. (Dictionary)-Sherwin Cody School of English-American Business Builders, Inc.-Double-day, Doran & Co. (Star Dollar Library)-Annette Kellermann, Inc.-Carl Henry Cigars

WE'VE *always* thought so. And when the *Winston Simplified Dictionary* account came into the agency, we felt that it had the human-interest elements of a good copy appeal.

Two advertisements of this series are reproduced above. You can judge for yourself whether copy on a dictionary *can* really be made interesting.

We think this copy illustrates the truth of Chesterton's remark, "There are no uninteresting things; there are only uninterested people."

Of course an agency whose forte is *Copy* develops the knack of finding news interest in subjects sometimes considered prosaic. And often the introduction of this human-interest slant produces results which rejuvenate a heretofore worn-out selling appeal.

An agency handling for a period of years such accounts as those listed at the left must produce results.

Member A A A A

SCHWAB and BEATTY, INC.

THE TESTED-COPY PLAN in Advertising

151 WEST 40TH STREET - NEW YORK CITY

Advertising Club News

Milwaukee Club Honors Younggreen

Charles C. Younggreen, president of the Advertising Federation of America, was the guest of honor at a recent dinner given by the Milwaukee Advertising Club and attended by civic and business leaders of Milwaukee and members of the Milwaukee delegation to the Berlin convention. Mr. Younggreen described the three outstanding accomplishments of the Berlin convention as the establishment of an international friendship, the realization that advertising is an important factor in world business and prosperity and the formation of a general American organization, the Advertising Federation of America.

The city's official welcome to the Berlin party and to Mr. Younggreen was extended by Alderman Cornelius Corcoran, president of the Common Council and acting mayor. Miss Helen Baldauf, president of the Woman's Advertising Club of Milwaukee, extended the official welcome of that organization.

* * *

Three Bureau Managers Address San Francisco Club

The San Francisco Advertising Club recently devoted one of its meetings to the Better Business Bureau Movement. Managers of three Better Business Bureaus were speakers. They included Kenneth Barnard, president of the Affiliated Better Business Bureaus, Inc., and manager of the Better Business Bureau of Detroit, Harry Van Horn, manager of the Better Business Bureau of Columbus, Ohio, and Flint Grinnell, manager of the Better Business Bureau of Chicago. Mr. Barnard spoke on "Keeping Step with Bureau Progress," Mr. Van Horn on "Found . . . the Remedy" and Mr. Grinnell on "Fakes, Frauds, Swindles."

* * *

Discusses Making Salesmen's Calls More Effective

"Making the Salesman's Calls More Effective" was the subject of a recent talk by J. A. Worsham, sectional sales manager of the Williams Oil-O-Matic Heating Corporation, Bloomington, Ill., before the Sales Managers Club of the St. Louis Chamber of Commerce. Mr. Worsham's address largely followed an article by him on the same subject in the April 11 issue of *PRINTERS' INK* which led to a request that he discuss this subject before the Sales Managers Club.

* * *

Ray Eichelberger Heads Appleton Club

Ray Eichelberger, merchandising manager of the Pettibone Peabody Company, has been elected president of the Appleton, Wis., Advertising Club to succeed C. E. MacKay, resigned.

New York Club to Continue Commercial Art Exhibits

The Advertising Club of New York, as has been customary for the last few years, will hold a series of art exhibitions at the club this year. It is the purpose of these exhibits to show what is being done to-day in the field of commercial art and to point out what the trends are for to-morrow. The current exhibition is showing posters, stage settings, and modern advertising art by Fortunato De Pero. These exhibitions at the club are being sponsored by the advertising and graphic arts group committee.

* * *

Eric Feldman Wins Milwaukee Club Golf Tournament

The finals of the Milwaukee Advertising Club golf tournament held at the Blue Mound course near that city were won by Eric Feldman with a net score of 63. John Demoling, 64 net, was second, while R. J. Stock, Ray Kieft and John Brown tossed for third. R. J. Bach and Otto Grigg tied for fourth. Other places were won by Ross Coles, fifth, G. Harmon, sixth, Robert Barnett, seventh, and Frank J. Lee, eighth. Mr. Stock won the putting prize. Thirty members participated in the tournament.

* * *

Pacific Agencies to Meet

The Pacific Association of Advertising Agencies will hold its annual convention at the Samarkand Hotel, Santa Barbara, Calif., October 18, 19 and 20. Last year's convention marked the expansion of the former California Association of Advertising Agencies into the Coastwide organization so that at this year's convention Northwestern advertising agencies for the first time will be eligible to attend as members. John Benson, president of the American Association of Advertising Agencies, will deliver the principal address.

* * *

Heads Minneapolis Club

Ward H. Olmsted, president of Olmsted-Hewitt, Inc., Minneapolis advertising agency, has been elected president of the Advertising Club of Minneapolis. Other officers elected are: Percy Hopkins, first vice-president; L. P. Green, second vice-president; Truman G. Brooke, secretary-treasurer, and Jere Mosher, Eugene C. Glasgow, Don Kelly, Martin Kratt and John K. Mortland, directors.

* * *

Utah Club Incorporates

The Salt Lake City Advertising Club has been incorporated, following an activity of some years without a charter. The objects of the club as stated in the incorporation papers are to aid in a better co-ordination of advertising, merchandising and distribution of goods and the opposing of misleading advertising and dishonest merchandising.

Advertising and Sales Psychology Are Not the Same

By Donald A. Laird

Director, Psychological Laboratory,
Colgate University

WITH the buyers' market, with manufacturing facilities far greater than demand calls for, some organizations have turned to psychology to help them in the selling of goods at the least possible cost. Some think psychology can help make men salesmen that are not salesmen. That's been largely a failure.

Others have been more successful in training salesmen, using horse-sense, good judgment and no trick psychology in their selection. The record of psychology as a help to sales isn't one of which I could be especially proud.

As an aid in advertising psychology it is a fruitful one. Contrast if you will the psychology in selling and advertising. Many sales campaigns are based on splendid advertising policy but poor personal selling policy. A great deal of psychology has filtered into the advertising profession. It is true that not more than a dozen men in advertising are thoroughly trained in psychology, but hundreds, perhaps thousands, of the producers of advertising have absorbed it by osmosis from a series of books.

In advertising it is practically normal mental states one is dealing with, for you can read advertisements in leisure moments or not, as you want. Sometimes you don't want to read them at first, but there is a pretty picture and you go ahead and read them anyway. There is no sense of frustration. There is nothing in the total situation in which advertising reaches the consumer that induces anything except the normal mental and emotional attitude on the part of the consumer.

In the role of the customer we are a bit more easily offended than

usual; a shrug of the shoulders by the clerk and the customer may leave the store in a huff. You can say pointedly what you wish to say in advertising. You can ridicule an old piece of furniture and your reader will admit the truth with perhaps a laugh, but let your house-to-house canvasser make fun of a piece of furniture in a living room and he would soon be kicked out.

While salesmen should keep in close touch with the advertising program and policy of the company, they should not use advertisements as a clue concerning what to say in a sales talk. They will talk to a person under a different psychological situation than the advertisement.

There are several elements intrinsic in the sales situation which make us avoid a person. Here are some of them: Displaying knowledge about a product, we don't like people to show off their knowledge; asking questions; taking the initiative; knowing other people's business; taking one's time; helping others make sales, and explaining the mistakes of others. These operate to make the salesman disliked personally.

We should select salesmen who have remarkably likable personalities who will not offend customers under any condition. They should be liked so much that customers will hunt them up to wait on them the second time. Salesmen are being selected for that quality now on a basis more frequent than before.

It is a wise policy except for the fact that you must not lose sight of other important things.

In overcoming sales resistance practically every product is dressed up so it is more attractive in its physical bulk and appeal to the customer. There are two important points of appealing to a person's sense, however, which are largely neglected in packaging and designing of the product. One is, does it smell right? When you go back to your establishment, smell your product. If you get very close to it and it has an odor, does it smell right?

The other is getting rid of discordant notes that strike the ear.

Extracts from a speech delivered last week before the St. Louis Sales Managers Bureau.

What's ahead in building?



Have continued high money rates affected all types of residential building construction equally?

Where is most of the residential building construction taking place?

Is your product limited to dwellings of certain price classifications? Where are such dwellings being built?

Is apartment house construction decreasing?

These questions and many others are answered completely in an analysis of Residential Building Construction for the first half of 1929 prepared by The Research Department of Doubleday, Doran & Company, Publishers of The American Home and Country Life. ¶Tables give construction figures by states, according to type of construction and by price classifications from figures especially prepared for us by The F. W. Dodge Corp.

They can only be obtained from Doubleday, Doran & Company and will be sent without obligation to anyone requesting them upon his business letterhead.

OCTOBER MAGAZINES

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES

(Exclusive of publishers' own
advertising)

	Pages	Lines
The Spur (2 issues).....	186	124,723
Town & Country (2 issues) 167		112,586
House & Garden.....	169	106,662
Country Life.....	130	87,349
Arts & Decoration.....	112	75,558
Vanity Fair.....	110	69,306
House Beautiful.....	101	63,774
Nation's Business.....	146	62,483
American Home.....	83	52,659
The Sportsman.....	74	46,847
Cosmopolitan.....	103	44,146
American.....	99	42,336
Forbes (2 Sept. issues)...	93	42,203
Popular Mechanics.....	171	38,304
Review of Reviews.....	80	34,455
World's Work.....	73	31,290
Popular Science Monthly..	69	29,714
International Studio.....	44	29,344
Better Homes & Gardens..	65	29,065
Harpers Magazine.....	124	27,720
Radio.....	62	27,418
Normal Instructor.....	39	26,946
Magazine of Wall Street (2 Sept. issues).....	59	25,260
Red Book.....	58	24,821
Atlantic Monthly.....	110	24,564
Field & Stream.....	51	21,736
Physical Culture.....	49	20,964
American Boy.....	31	20,910
Forum.....	49	20,872
World Traveler.....	30	20,160
Scribner's.....	81	18,067
Theatre.....	28	17,444
Motion Picture.....	41	17,414
True Romances.....	39	16,808
True Detective Mysteries.	37	15,679
Golden Book.....	36	15,277
Boys' Life.....	22	15,066
National Sportsman.....	34	14,726
Country Club Magazine..	23	14,601
Outdoor Life & Recreation	34	14,413
American Golfer.....	22	14,201
Dream World.....	33	13,990
Elks Magazine.....	29	13,224
American Mercury.....	57	12,858
Radio News.....	29	12,313
Asia.....	28	12,024
Science & Invention.....	28	12,004
Hunting & Fishing.....	27	11,660
American Legion Monthly.	27	11,544
Psychology.....	26	11,276
Motion Picture Classic...	25	10,740
Open Road for Boys.....	25	10,703
True Confessions.....	24	10,276

SERVICE an Activity

WHILE FORBES offers to the advertiser all the general service sounded in the very policy of the publication, FORBES strives, in addition, to maintain direct, active service for its executive readers, inaugurating special departments to fill the needs of big business so soon as a need arises.

Thus, the Executive Personnel Service has become the obvious source of executive employment. The Aviation Service conveniently keeps the FORBES reader posted on latest air news. The Industrial Location Service provides a market for buyers and sellers of factory sites.

Advertising in each of these sections, effective in the first place because of the influence and prestige of FORBES, receives an extra impetus from the efforts of the specialist directing the department.

By such methods, FORBES continuously serves its executive readers.

FORBES

B. C. Forbes, Editor

Walter Drey, Adv. Dir.

120 Fifth Ave., New York

A new way to judge media: by buying expectancy

The circulation of any woman's magazine is made up of the following classes:

1. Unmarried women (Slight buying expectancy)

2. Married women without children (Fair buying expectancy)

3. Married women with growing children (Great buying expectancy)

4. Married women with grown-up children (Fair buying expectancy)

5. Elderly women whose families have disintegrated (Slight buying expectancy)

→ Parents' Magazine is read solely by young married women with growing children—women with the greatest buying expectancy.

We shall be glad to send you a copy of a Business Bourse investigation which proves these facts conclusively.

The PARENTS' MAGAZINE
Formerly called "CHILDREN, The Parent's Magazine"

EARLE R. MAC AUSLAND
ADVERTISING DIRECTOR
255 FOURTH AVENUE
NEW YORK

	Pages	Lines
The Mentor.....	24	10,169
Sunset	23	9,656
Scientific American.....	21	9,351
Nomad	20	8,455
Association Men.....	20	8,341
Forest & Stream.....	18	7,881
Film Fun.....	17	7,150
Picture Play.....	17	7,150
Extension Magazine.....	10	7,008
American Motorist.....	16	6,650
Munsey Combination.....	29	6,496
Nature Magazine.....	15	6,469
Screenland	14	6,017
National Republic.....	13	5,946
Newsstand Group.....	26	5,774
Current History.....	23	5,063
Bookman	21	4,648
American Forests and Forest Life	10	4,116
The Rotarian.....	8	3,588
Street & Smith Combination	13	2,884
The Scholastic (1 issue)...	6	2,738
Blue Book.....	10	2,179
St. Nicholas.....	5	1,931

WOMEN'S MAGAZINES

	Pages	Lines
Vogue (2 issues).....	254	160,308
Harper's Bazar	168	113,033
Ladies' Home Journal....	164	111,445
Good Housekeeping.....	220	94,527
Woman's Home Companion.	101	68,400
McCall's	88	59,821
Pictorial Review.....	72	49,010
Delineator	58	39,284
True Story.....	75	32,057
Holland's	42	31,918
Photoplay	63	27,233
Farmer's Wife.....	33	22,185
Modern Priscilla.....	30	20,525
Household Magazine.....	21	15,677
Smart Set.....	35	15,228
The Parents' Magazine....	34	14,637
Woman's World.....	21	14,238
People's Popular Monthly.	17	11,427
Child Life.....	23	9,662
Needlecraft	14	9,185
Junior Home Magazine....	12	8,339
Fashionable Dress.....	11	7,213
American Girl.....	16	6,769
John Martin's Book, The Child's Magazine.....	9	3,713
Messenger of Sacred Heart	12	2,578

CANADIAN MAGAZINES

(September Issues)

	Pages	Lines
MacLean's (2 issues)	83	58,156
Mayfair	85	53,450
Can. Homes & Gardens....	78	49,555



© Keystone View Co. Inc., of New York

THOMAS EDISON IN HIS LABORATORY

SCIENCE IS TRIUMPHANT

Consider television, radio, air mail, transcontinental telephones, talking movies, and countless other big scale inventions which are breaking down barriers and opening up strangely wide horizons.

But what is being done to help the individual adjust his mental focus to these new conditions? How is he being equipped to modernize his philosophy, his religion, his appreciation of literature and art? He needs a new mental background in order to cope with changing standards—just as he needs new clothes, new furniture, new architecture, new rules of food diet.

And 350,000 progressive homes have subscribed to one of The Quality Three in order to acquire this background. As leaders, they feel an imperative need to overcome traditional handicaps and develop a mental focus that is more adequate to the requirements of today.

These 350,000 subscribers offer you a key group—a group that is amazingly rich in purchasing power and prestige. In no other medium can you reach this class of prospects at so low a cost per thousand per page.

*"If you would sell your goods to the multitude
address your message to the connoisseurs"*

Atlantic Monthly Harpers Magazine Scribner's Magazine

The Quality Three

Executive Headquarters, 597 Fifth Ave., New York

Boston

Chicago

San Francisco

Los Angeles

350,000 HOMES

	Pages	Lines
Canadian Home Journal...	54	37,865
Western Home Monthly...	49	34,376
The Chatelaine	29	20,062

SEPTEMBER WEEKLIES

September 1-7	Pages	Lines
Saturday Evening Post...	121	82,033
Collier's	38	25,932
New Yorker.....	59	25,300
Literary Digest.....	37	16,808
Time	39	16,697
Business Week.....	28	11,840
Liberty	23	9,793
American Weekly	4	8,567
Life	16	6,731
Christian Herald.....	9	6,088
The Nation.....	7	2,950
Judge	6	2,464
Churchman	5	1,906
Outlook	3	1,418
New Republic.....	2	870

September 8-14	Pages	Lines
Saturday Evening Post...	159	108,100
New Yorker.....	72	30,711
Collier's	32	21,812
Literary Digest.....	45	20,428
American Weekly.....	10	18,636
Time	39	16,883
Liberty	26	10,995
Business Week.....	24	10,110
Life	19	8,037
Christian Herald.....	9	5,806
The Nation.....	9	3,400
Judge	7	3,213
Outlook	6	2,448
Churchman	4	1,730
New Republic.....	1	372

September 15-21	Pages	Lines
Saturday Evening Post...	128	86,727
New Yorker	70	29,894
Collier's	33	22,472
Time	45	19,481
Literary Digest.....	38	17,243
American Weekly.....	8	14,672
Liberty	31	13,085
Business Week.....	20	8,751
Christian Herald.....	10	6,607
Life	11	4,716
The Nation.....	7	2,700
Judge	5	2,252
Churchman	5	2,147
New Republic.....	5	2,112
Outlook	3	1,139

September 22-28	Pages	Lines
Saturday Evening Post...	108	73,691
New Yorker.....	64	27,486
Collier's	31	20,848
Time	46	19,678
American Weekly.....	9	17,942

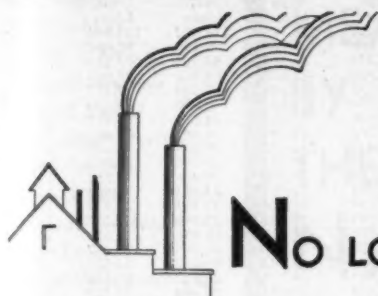
	Pages	Lines
Literary Digest.....	29	13,420
Christian Herald.....	16	11,116
Business Week.....	20	8,534
Liberty	18	7,563
Life	12	5,162
Judge	9	3,823
The Nation.....	8	3,370
Outlook	6	2,778
New Republic.....	4	1,849
Churchman	3	1,398

September 29-30	Pages	Lines
American Weekly.....	11	21,027
Time	38	16,139

Totals for September	Pages	Lines
Saturday Evening Post...	516	350,551
New Yorker.....	265	113,391
Collier's	134	91,064
Time	207	88,878
American Weekly.....	42	80,844
Literary Digest.....	149	67,899
Liberty	98	41,436
Business Week.....	92	39,235
Christian Herald.....	44	29,617
Life	58	24,646
The Nation.....	31	12,350
Judge	27	11,752
Outlook	18	7,783
Churchman	17	7,181
New Republic.....	12	5,203

**RECAPITULATION OF ADVERTISE-
ING IN MONTHLY CLASSI-
FICATIONS**

	Pages	Lines
1. Vogue (2 issues).....	254	160,308
2. The Spur (2 issues)...	186	124,723
3. Harper's Bazar.....	168	113,033
4. Town & Country (2 is.)	167	112,586
5. Ladies' Home Journal.	164	111,445
6. House & Garden.....	169	106,662
7. Good Housekeeping...	220	94,527
8. Country Life.....	130	87,349
9. Arts & Decoration.....	112	75,558
10. Vanity Fair.....	110	69,306
11. Woman's Home Comp.	101	68,400
12. House Beautiful.....	101	63,774
13. Nation's Business.....	146	62,483
14. McCall's	88	59,821
15. MacLean's (2 Sept. is.)	83	58,156
16. Mayfair (Sept.)	85	53,450
17. American Home.....	83	52,659
18. Can. Ho. & Gar. (Sept.)	78	49,555
19. Pictorial Review.....	72	49,010
20. The Sportsman.....	74	46,847
21. Cosmopolitan	103	44,146
22. American	99	42,336
23. Forbes (2 Sept. is)...	93	42,203
24. Delineator	58	39,284
25. Popular Mechanics....	171	38,304



NO LONGER CAN
INDUSTRY HOPE TO SERVE
THE ENTIRE UNITED STATES
FROM ANY ONE POINT . . .
HOWEVER CENTRALLY LOCATED



Send for this Booklet

It contains the
fundamental facts about
Atlanta as a location for
your Southern branch.

Let the Atlanta Industrial
Bureau tell you in full de-
tail how this undisputed
fact bears on the pros-
perity of the concerns in
which you are interested.
Write

INDUSTRIAL BUREAU, CHAMBER OF COMMERCE
9157 Chamber of Commerce Building

ATLANTA
Industrial Headquarters of the South



FOUR-YEAR RECORD OF OCTOBER ADVERTISING

	1929 Lines	1928 Lines	1927 Lines	1926 Lines	Total Lines
House & Garden.....	106,662	110,175	114,072	125,884	456,793
Town & Country (2 issues).....	112,586	82,760	86,194	95,085	376,625
Country Life	87,349	75,164	63,701	77,111	303,325
Vanity Fair	69,306	65,023	64,761	75,933	275,023
Arts & Decoration.....	75,558	64,386	67,200	57,162	264,306
House Beautiful	63,774	63,185	58,800	70,330	256,089
MacLean's (2 Sept. issues).....	58,156	57,003	59,274	57,789	232,222
American	42,336	44,081	46,080	49,491	181,988
Nation's Business	*62,483	*43,435	36,613	36,425	178,956
Cosmopolitan	44,146	40,015	39,746	38,006	161,913
Popular Mechanics	38,304	38,976	39,424	38,752	155,456
Forbes (2 Sept. issues).....	42,203	39,203	33,501	32,603	147,510
American Home	52,659	37,824	23,401	28,952	142,836
Popular Science Monthly.....	29,714	35,886	35,999	35,711	137,310
Harpers Magazine	27,720	29,372	29,484	25,619	112,195
World's Work	†31,290	22,801	27,395	26,037	107,523
Atlantic Monthly	24,564	27,402	29,442	24,505	105,913
Red Book	24,821	23,501	28,872	28,506	105,700
Review of Reviews.....	†34,455	20,684	20,888	27,729	103,756
International Studio	29,344	20,286	28,789	22,570	100,989
Physical Culture	20,964	23,071	22,314	28,907	95,256
Better Homes & Gardens..	29,065	25,793	20,079	19,894	94,831
Field & Stream.....	21,736	20,369	20,735	22,035	84,875
True Romances	16,808	22,989	22,070	21,307	83,174
American Boy	†20,910	19,380	18,631	19,550	78,471
Scribner's	18,067	18,623	21,997	18,416	77,103
Theatre	17,444	16,037	14,141	18,922	66,544
Motion Picture	17,414	16,502	16,272	15,091	65,279
Boys' Life	15,066	14,960	13,538	16,372	59,936
Outdoor Life & Recreation..	14,413	13,853	15,666	13,262	57,194
Science & Invention	12,004	15,039	15,215	14,573	56,831
National Sportsman	14,726	15,892	13,968	10,307	54,893
Forum	20,872	9,987	10,066	10,444	51,369
Sunset	9,656	9,810	13,469	16,570	49,505
Scientific American	*9,351	*10,490	*11,466	13,891	45,198
Forest & Stream.....	7,881	7,500	6,186	6,436	28,003
Munsey Combination	6,496	6,048	5,067	6,174	23,785
St. Nicholas	1,931	1,502	2,145	4,433	10,011

*Smaller Page Size.

†Larger Page Size.

‡Youth's Companion combined with American Boy.

WOMEN'S MAGAZINES

Vogue (2 issues).....	160,308	151,154	165,365	146,973	623,800
Ladies' Home Journal.....	111,445	108,236	100,246	110,543	430,470
Harper's Bazar	113,033	100,606	99,386	91,385	404,410
Good Housekeeping	94,527	94,479	86,337	87,681	363,024
Woman's Home Companion..	68,400	72,678	67,024	76,556	284,658
McCall's	59,821	54,657	50,213	50,206	214,897
Pictorial Review	49,010	46,544	51,868	48,070	195,492
Delineator	39,284	48,202	44,536	30,987	163,009
True Story	32,057	33,108	27,361	26,312	118,838
Photoplay	27,233	23,181	26,446	26,006	102,866
Modern Priscilla	20,525	23,630	24,195	26,180	94,530
Woman's World	14,238	15,675	18,235	17,085	65,233
Needlecraft	9,185	11,730	13,770	12,116	46,801
People's Popular Monthly...	11,427	11,177	11,522	12,462	46,588
American Girl	6,769	7,279	6,531	4,335	24,914

WEEKLIES (4 September Issues)

Saturday Evening Post.....	350,551	369,512	336,623	371,755	1,428,441
New Yorker	113,391	118,541	92,211	72,890	397,033
Liberty	*41,436	†103,144	116,527	100,008	361,115
Literary Digest	67,899	†74,366	65,532	74,671	282,468
Collier's	91,064	†67,898	50,615	55,809	265,386
American Weekly	†80,844	†72,349	42,632	33,830	229,655
Time	†88,878	37,219	33,363	27,222	186,682
Life	24,646	19,605	†24,296	†25,490	94,037
Christian Herald	29,617	†19,554	13,140	19,839	82,150
Outlook	7,783	10,668	8,094	†15,659	42,204

‡Five Issues.

*Smaller Page Size.

Grand Totals

896,109 892,856 783,033 797,173 3,369,171

3,045,605 2,904,199 2,772,729 2,814,854 11,537,387

H. G. Wells
 Willa Cather
 Thomas A. Edison
 Harvey S. Firestone
 Bertrand Russell
 William Lyon Phelps
 John Galsworthy
 Havelock Ellis
 George Bernard Shaw
 Albert Einstein
 Dean William Ralph Inge
 Count Hermann Keyserling
 Arthur Symons
 Henry Ford
 Richard E. Byrd
 William Beebe
 Viscount Astor
 G. K. Chesterton
 Sir Oliver Lodge
 Benito Mussolini
 Carl Van Doren
 Henry Van Dyke
 Helen Wills
 Zona Gale
 Walter B. Pitkin
 Louis Bromfield
 Emil Ludwig
 André Maurois
 Salvador de Madariaga
 Edwin Arlington Robinson
 Anne Douglas Sedgwick
 Rockwell Kent
 Will Durant
 Dorothy Canfield
 Theodore Dreiser
 Carrie Chapman Catt

MEASURED BY THESE NAMES



AN ADVERTISER asked us, "How do you explain FORUM's steady rise into the 100,000 reader class?" The answer is "the contents."

Take a look at FORUM contributors — Edison, Russell, Shaw, Ford. Measure by these names the high level of FORUM thought. Know that FORUM has no platform—except to be, first and last, an open forum for important discussion.

In the next few months FORUM will present more than two hundred contributed articles and debates by prominent publicists, scientists and authors—with new sidelights on contemporary men and affairs. Its influence on its readers promises to be even greater—and naturally embraces the influence of the advertisements in it. . . . Are you considering FORUM in important campaigns?

FORUM

The Little Schoolmaster's Classroom

IT has always struck the Schoolmaster that manufacturers could do much more than they do in associating their own merchandise with related merchandise of other manufacture. Consumer buyers are always interested in new ideas about the uses of things. Often they refuse point-blank to buy an article for itself where they will frequently buy it when they see it associated with other things, especially when the association appeals to their sense of beauty or strikes them as being something new. This holds for illustrations in advertisements, for factory and store exhibits, for dealers' window displays, counter cards and the illustrated portfolios carried by salesmen when calling on jobbers and retailers.

The Pepperell Manufacturing Co. is an indefatigable campaigner among its own retailers and among other manufacturers for getting Lady Pepperell sheets and pillow cases displayed in association with related merchandise. Allyn B. McIntire, Pepperell director of sales development, tells the Schoolmaster that Berkey & Gay, furniture manufacturers, have embodied Lady Pepperell colored sheets and pillow cases in their factory floor displays of furniture, and the result is a much more interesting display and an increase in furniture sales, and effective advertising for Lady Pepperell with results in indirect sales. He says:

"When you stop to think of it (associating a product with related products) this idea doesn't apply only to bedsteads. There are plenty of other bedroom accessories, such as tables, lamps, chairs, rugs and puffs, that can be attractively displayed and profitably sold by associating them with the merchandise that naturally relates to them. We are reproducing photographs of this Berkey & Gay exhibit in our dealers' magazine, 'The Pepperell News Sheet,' and suggesting that whenever any of our retailers display any bedroom merchandise, they beg, bor-

row or hire a bed made up with Lady Pepperell colored sheets and pillow cases, which will make a far greater appeal to women than displaying the Lady Pepperell goods alone. Women buy what a thing will do rather than the thing itself."

On the same page with the photograph of the Berkey & Gay exhibit in "The Pepperell News Sheet," is a photograph of a display used by Namm's Store, Brooklyn, showing a guest room with twin beds adorned with Lady Pepperell orchid sheets.

* * *

In current advertising copy, the Schoolmaster observes a recurring outbreak of quotes—not always quotations, but quotation marks. And concerning the causes thereof, he offers a certain theory in psychology.

No doubt the Class will agree that quotation marks ought to surround quoted matter. They ought to set off the speeches in dialogue, or words or phrases or sentences lifted verbatim from the writings or sayings of persons other than the author.

Among the unskilled in writing, the idea seems to persist that quotation marks lend emphasis, that they serve the purpose of italics. Of course they do not. And the careful craftsman always can obtain emphasis, not by calling the printer's italics to his aid, but by the intelligent arrangement of his sentence elements.

However, we're concerned with quotes and their causes. It is the Schoolmaster's contention that in approximately 74.2 instances out of every 100, quotation marks—except where they surround actual quotations—are a symptom of priggishness, somatic of a kind of mind that ought never write anything. The quote-complexed author, striving hard to write the language of the proletariat, shortens airplane to plane, for instance, and burdens the word with quotes that say: "Despite the fact that

Realtors—America's Home Builders



Group Apartment Building Projects

Six huge buildings like these in this one project—built by a Realtor, Lawrence E. Jones. He has several similar projects to his credit. This is typical of the new apartment market.

Mr. Jones says of the National Real Estate Journal:

"Apartment house building today has developed into such large structures that a knowledge of real estate practise in the promoting, financing, building and selling or operation of the buildings is essential. Realtors are building the bulk of our homes and apartments because of their knowledge of organizing and merchandising these projects. We have found the Journal a great help to us in this work."

The group apartment house market is active in the residential building market. Reach Realtors—Apartment Builders, through the



**NATIONAL
REAL ESTATE
JOURNAL**



PORTER-BEDE-LANGTRY CORPORATION, PUBLISHERS
139 N. Clark Street Chicago, Ill.

\$20,000 Executive Available

Principal of 4A agency, with record of success, would be interested in assuming management and responsibility of a manufacturing concern with a product and potential market offering opportunity for development or of a large concern needing sound and aggressive management.

This executive can afford to leave present company only on basis of \$20,000 salary plus a bonus in stock or cash to be paid when profits have been increased to some specific goal.

Past record and references to clients and others will prove this man's ability and character. He is interested only in a change which will result in a greater eventual income contingent upon his own efforts and competence.

Replies to this ad will be treated in strict confidence.

Address "U," Box 61, Printers' Ink.

WE WANT

ONE MAN

WHO CAN DO

TWO THINGS

We need a man who by training, experience and inclination can do two things well.

1. EDITOR

He will be the editor of a high-class monthly magazine going to members of a prominent New York travel service organization. He need not be experienced in travel or membership work, but must have the ability to properly edit a travel magazine.

2. SALES PROMOTION

He will be required to create sales promotion material to increase the membership in our organization. He must have a creative mind, be able to visualize and write convincingly.

The man we hire must fill both "jobs" equally well. He will have an excellent opportunity in the largest organization of its kind in New York City and one of the fastest growing organizations in the country.

The initial salary will be \$5,000 a year.

Write in full to gain an interview.

"G" Box 290, Printers' Ink

the term is colloquial and not quite proper, I use it anyway."

Honest, useful, everyday words and expressions that have sunk their roots into the speech of the people but haven't yet grown to the ethereal height of dictionary recognition—these he picks up gingerly with quotes as if with tongs and sets them down, shudderingly, among the blooms of his perfect English. Can't you see him? He writes with one hand and holds his nose with the other. And your gentle Schoolmaster hopes he strangles!

* * *

There is one company that is making good use of the space offered in its elevator to keep its own employees in touch with the national advertising in which it is engaged. Best Foods, Inc., which occupies offices in the Nucoa Building in New York, has "carded" its elevator since 1925. Two of its standard cards, in appropriate frames, welcome the passengers entering the car. These are changed each time a new set of cards is made up, so that the employees using the elevator may follow the company's campaign.

* * *

It seems to the Schoolmaster that manufacturers of porch furniture, and especially of summer rugs, are missing a unique advertising possibility. Every October 1, thousands of people who have lived in small apartments move into larger ones, or into private houses, either of which are more than likely to have sun porches. The sun porch requires furniture. It requires specifically a summery rug, several items of furniture, in wicker or other similar products, and other items.

Yet, the thrifty shopper, anxious to fit out a newly acquired porch, is more than likely to find that with the seasons discounted the way they are, very few stores have anything in stock. One such shopper, known to the Schoolmaster, recently went to six or seven of the largest department stores in New York attempting to find a porch rug, only to be told that it was too late in the season for them. This particular shopper, and sev-

Two Class Paper Advertising Solicitors Wanted

Also An Expert in Copy Writing

THE SELLING POSITIONS HOLD UNUSUAL OPPORTUNITIES FROM THE STANDPOINT OF PERMANENCE, PRESTIGE AND EARNING POWER FOR MEN OF REAL PERSONAL AND SELLING QUALIFICATIONS. SOME EXPERIENCE IN BUYING OR SELLING SPACE WILL BE CONSIDERED OF ADVANTAGE TO THE APPLICANT.

APPLICATION MUST BE MADE IN WRITING, STATING FULLY EDUCATION, BUSINESS EXPERIENCE, AND DOMESTIC RESPONSIBILITY, IF ANY, AND APPLICANTS FROM 28 TO 35 WILL BE GIVEN PREFERENCE.

WE WANT A COPY WRITER WITH A RECORD OF PERFORMANCE IN PROMOTING SALES AND CREATING GOOD WILL. A FLAIR FOR ARRANGEMENT AND TYPOGRAPHY IS NOT INDISPENSABLE BUT IT WOULD BE VALUABLE. ONLY MEN OF EXCEPTIONAL EXPERIENCE WILL BE CONSIDERED. ADDRESS "C," BOX 58, PRINTERS' INK.

It Must Be We Seek an Unusual Man!

A week of interviews in New York has not produced our man. Yet we have a real opportunity for a young chap, about 26, college trained, gentile. He must be able to write blamed good copy, fit into a congenial group readily, and anxious to dig in and up in the growing Southeast.

Address: Advertising Agency
P. O. Box 1659, Atlanta, Ga.

WANTED—

Advertising and Sales Promotion Manager, Technically Trained

By large and progressive screw manufacturer in New York; splendid opportunity for man who can originate direct-by-mail campaigns and see them through from start to finish; above all, must be able to write effective letters, trade paper advertisements and all kinds of sales promotion literature; the right man will find here a pleasant place to work in and congenial people to work with; give full details of age, education, experience and salary requirements; replies held confidential. Address "D," Box 59, Printers' Ink

The Merchandising Paper in the Lumber Field

How to sell more at a bigger profit is the topic that interests all lumber and building material dealers today. The American Lumberman is 100% in step with this development. Write for sample copy and see for yourself.

American Lumberman

Est. 1873 CHICAGO A.B.C.

eral others known to the Schoolmaster, have never before been in the market for such merchandise. Yet they needed it and needed it badly for October 1.

If some manufacturer should run a timely campaign toward the middle of September, emphasizing the quality and good looks of his rugs and furniture for that new sun porch, so recently acquired, it is logical to believe that many a department store would keep the season open at least to a sensible date when influenced by the advertising.

The Schoolmaster passes the idea on for consideration and action to those manufacturers who have neglected to consider the great annual trek which takes place on and around that well-known moving day, October 1.

* * *

Every new industry must keep in the closest possible touch with its new markets. The building industry, centuries old, has just discovered such a new market in the aircraft field. Aviation has opened up vast new markets for cement, wood, shingles and other building materials. In California alone in one month nineteen airports were begun. In the same month, March, New York began eleven in various parts of the State. California alone now has 341 airports, and eleven Western States have 1,482. In the whole United States now under actual registration there are 3,980 airports and air fields. The Schoolmaster is interested to see how even in this new outlet the building material merchant has to be alert. Up to now it has been almost impossible to use cement surfaces on landing and take-off courses. Now, with the elimination of the airplane tail skid, the rapid wearing down of which was the objection, the concrete airport is made a practical one with the

Advertising Signs

Sandblasted Electric Signs with the imitation Neon and other effects in various designs for window and interior display. Wonderfully attractive in brilliant color combinations. Also a complete line of Directional Signs.

WRITE FOR ILLUSTRATED PRICE LIST

FAIRCHILD MANUFACTURING CO., Kalamazoo, Mich.

WANTED EXECUTIVES

Increasing demand for Skelgas, a compressed natural gas used principally in dwellings beyond city gas mains, makes it necessary for Skelly Oil Company to expand its executive personnel. Executives capable of employing, training and managing fifteen to twenty-five field men are needed at once. Distribution through dealers similar to methods of some electrical refrigerator, oil burner and like manufacturers. Potential market is every home not on a gas main.

Positions of greater responsibility are also open.

Skelgas is the product of a company strongly financed. It is heavily advertised. Sales are growing rapidly. The field is assured but comparatively undeveloped. This is just the time for men of proper qualifications to come in. Advancement to competent men is rapid.

Write full information about yourself, enclosing photo or snapshot and stating compensation expected. Mention companies by whom you have been employed, nature of positions, causes of severance and length of service. Also state age, nationality, education and whether married or single. Residence must be in middle west. Address under personal cover:

MANAGER

SKELGAS UTILITY DIVISION

SKELLY OIL COMPANY

EL DORADO, KANSAS

PUBLICITY

INDIVIDUAL, BUSINESS
ORGANIZATIONS

Phone WISconsin 9144

JOHN A. MORAN

and Associates

140 WEST 42nd ST. NEW YORK

Available

**for public utility or technical
advertiser in or near New York**

Young man, 35 years old, with broad background and technical education; ten years in operating departments of three public utilities; five years in advertising and public relations work.

"E," Box 201, Printers' Ink

How About Those Well-Known "Fences"?

A young man of 35, who has edited one of America's biggest magazines, seeks desirable connection with desirable publication. He is an idea man and a terrific worker. If your book is slipping, possibly some new editorial blood is indicated.

"R," Box 209, Printers' Ink

IS THERE A SMALL AGENCY

that needs a man to handle production, create ideas—make roughs and buy art work? Salary \$75.00 to start. New York only. Address "A," Box 56, P. I.

Mailing Lists

Will help you increase sales

Send for FREE catalog giving counts and prices on classified names of your best prospective customers—National, State and Local—Individuals, Professions, Business Concerns.

99% GUARANTEED 5¢ each by refund of



ROSS-Gould Co. 344N. 10th St. St. Louis

inauguration of tail wheels containing hydraulic brakes. There are many other by-products of the airplane industry which are coming to the front. The hardware merchant who has fire extinguishers finds a new market because many are used around each port. The local paint and hardware dealer finds a great new market for brushes, varnishes, paints and small tools.

"Woman's World" Appoints David D. Lee

David Dickson Lee has been appointed New England advertising manager of the *Woman's World*, Chicago. He was formerly a vice-president and a director of the Charles C. Green Advertising Agency, Inc., New York. More recently he has been with the New York office of the D. W. Boyce Company, Chicago.

New England Clubs to Meet at Bridgeport

The First District of the Advertising Federation of America, comprising the advertising clubs of New England, will hold its annual convention at Bridgeport, Conn., October 28 and 29.

Appoints Henry Decker Agency

Rafco, Inc., New York, importer of Russian caviar, has placed its advertising account with Henry Decker, Ltd., New York advertising agency.

WANTED

Outdoor Advertising and Commercial Sign Solicitor

**The L. H. Trowbridge Sign Co.
of Newark, N. J.**

have a profitable permanent opening and excellent opportunity for a first class man who knows his stuff, who can do things and sell on his own initiative. Unless experienced in this line, and a live wire, with exceptional sales ability and sales promotion experience, don't apply.

"GIBBONS knows CANADA"

J. J. GIBBONS Limited Advertising Agents

Toronto Montreal Winnipeg Vancouver Hamilton London Eng.
New York Office 2152 Granbar Bldg. Thomas L. Briggs Manager for United States

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, of **PRINTERS' INK**, published weekly at New York, N. Y., for October 1, 1929.

STATE OF NEW YORK,
COUNTY OF NEW YORK, ss:

Before me, a Notary Public in and for the State and county aforesaid, personally appeared John Irving Romer, who, having been duly sworn according to law, deposes and says that he is the editor of **PRINTERS' INK**, and that the following is to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication: for the date shown in the above caption required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business manager are: Publisher, **Printers' Ink Publishing Co., Inc.**, 185 Madison Ave., New York, N. Y.; Editor, John Irving Romer, 185 Madison Ave., New York, N. Y.; Managing Editor, R. W. Palmer, 185 Madison Ave., New York, N. Y.; Business Manager, David Marcus, 185 Madison Ave., New York, N. Y.

2. That the owners are: **Printers' Ink Publishing Co., Inc.**, 185 Madison Ave., New York, N. Y.; John Irving Romer, 185 Madison Ave., New York, N. Y.; K. N. Romer, 185 Madison Ave., New York, N. Y.; Richard W. Lawrence, 185 Madison Ave., New York, N. Y.; R. E. Lawrence, 185 Madison Ave., New York, N. Y.

3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: There are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds or other securities than as so stated by him.

John Irving Romer, Editor.

Sworn to and subscribed before me this 28th day of September, 1929.

Eugenia Peers Hiscano.

Notary Public, City of New York.

(My commission expires March 30, 1931.)

A SALES MANAGER WANTED

...by long established firm in national food-products field.

Applicant must have grocery-merchandising experience, ability to head up sales organization, desire to spend part time as active field-general, ambition to build his job bigger on basis of real accomplishment. Willing to live in New York State.

Prefer man under 40, but he must have experience enough to take immediate hold.

Sell yourself (in confidence) by letter, giving all data you would want if in our place, and state commencing salary you expect.

ADDRESS "M", BOX 202
PRINTERS' INK

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Publisher Representative in Chicago, Baltimore and Boston to represent live drug publication which reaches practically every retail and wholesale drug store in South. Box 639, Printers' Ink.

FOR SALE

Monthly Trade Journal. High-grade, established 16 years—active field. Owner's other interests compel sale. Price attractive. Box 636, Printers' Ink.

PUBLISHER'S REPRESENTATIVE WANTED IN NEW YORK FOR ESTABLISHED TRADE PAPER IN A GROWING FIELD. COMMISSION BASIS. BOX 647, PRINTERS' INK.

Well-known Publishers' Representatives Available—Experienced advertising managers and solicitors. Business-getters and holders. Acquainted over twenty years' continuous active work with leading advertisers and agencies throughout country. Know every phase advertising selling, preparation copy, established and connected individual papers. New York office equipped cover Coast to Coast territory. Salary and commission only. Box 660, Printers' Ink.

HELP WANTED

ARTIST

Opportunity for artist or letterer to make connection with agency on inside free-lance basis. Apply Room 3044, 11 West 42nd St., New York City.

Young Man, 21 to 25 years old, graduate of an accredited school of journalism. Must have ability to write, knowledge of advertising, ability to write copy and judge, set-up and layout, both from an advertising and a newspaper standpoint. Should have at least 2 years' experience. Good salary to start, with opportunity for increase if make good. Box 641, P. I.

Display Salesman—Fully experienced on selling, copy and layout. Eastern city of 135,000. Old-established Morning, Evening, Sunday paper, exclusive coverage with an outstanding record of gains past ten years. Must have a record of performance above average. Personality and character and contact ability to justify a permanent member of an unusual staff. State age; experience and earning capacity. Box 629, Printers' Ink.

A. K. OSTRANDER

(Agency)

PLACEMENT SPECIALISTS

505 Fifth Ave., New York City

THE MODERN WAY TO
ACQUAINT THE RIGHT MAN WITH
THE RIGHT JOB

Export Advertising Man Wanted—a rare opportunity for the one man in a thousand who can fill the bill. See display ad, page 180.

ADVERTISING MANAGER

Young man to act as advertising manager and to prepare sales promotion material for manufacturer of electrical specialties. Excellent opportunity for growth. State fully your experience and present connection. Box 642, Printers' Ink.

WONDERFUL OPPORTUNITY for real business getter on brilliant and highly successful monthly trade magazine—rich territory in U. S. Must have demonstrated sales ability. Knowledge of railroad field helpful. Start in New York—train for Chicago district. Give history, sales record and full experience first letter. Box 643, Printers' Ink.

VISUALIZER—ART—COPY

Detroit Studios has position open for advertising artist to make roughs, supply suggested headings for national advertising, trade paper advertising and direct mail, backed up with studio of fifteen men capable of doing finished work. Salary will pay approximately \$5,000 a year. Tell us all about yourself in first letter. Do not send samples until requested. Box 657, Printers' Ink.

ARTIST WANTED—An established and high-class agency located in prosperous Westchester County, just outside New York City, needs another artist, a *young man* who is a "comer," with enough experience in layout, lettering and designing to be able to create and finish some work at the start. He will have the finest guidance, a permanent, happy job and a real opportunity to work into the high-salary class right here. Salary at start is \$40 per week. \$60 as soon as he gets into swing. More as he deserves it. Write a complete letter. It will be carefully read. State age, experience. One or two samples will save time and will be returned. Box 649, Printers' Ink.

● Noteworthy Opportunities ●

Available through the personal, confidential Service of Walter A. Lowen, formerly with Calkins & Holden and other agencies: **ADV. MANAGERS** for two leading N. Y. stores. Under 35; good store exp.—\$10,000. **COPY WRITERS** for N. Y. & Canada. Under 35. Good agency exp.—\$6,000 to \$10,000. Attractive new opportunities listed daily in New York's leading agencies and stores. Call in person, 9-2 P. M. Absolutely no charge unless successfully placed. **VOCATIONAL BUREAU, INC.**, 105 West 40th Street.

MANUFACTURERS of office equipment want experienced executive to take charge of portable typewriters sales organization. Must have dealer's experience, but typewriters experience not essential. Excellent opportunity. Good salary. Replies giving details will be held in strict confidence. Address D. C. Warman, 1280 Main Street, Buffalo, N. Y.

POSITIONS WANTED

COPY WRITER—COLLEGE MAN, young, with layout and sales experience, desires a connection with an advertising department in Chicago. Box 648, Printers' Ink.

EXPERIENCED ARTIST desires position. Can handle black and white, color, dynamic layouts and general or very modern art work. Studied in Europe. Box 633, Printers' Ink.

Business Woman—Splendid opportunity to obtain services of woman with banking, commercial, sales office experience. Handles correspondence, sales quotations, contacts capably. Box 638, P. I.

Chain Store Executive (food products)—14 years' experience, sales promotion and sales management. American, Christian, 32, university scholar. Will travel. \$5,200. Box 656, Printers' Ink.

Engineer-Advertising Mgr.-Salesman—technical writing, editing, dummies, purchase of printing, art work, paper, engravings. Contacts, selling. M. E. 30 years. N. Y. C. or vicinity. Box 662, P. I.

YOUNG MAN—25, desires to secure position in which literary interests can be developed. Salary secondary. College graduate. Now employed in sales correspondence. Box 637, Printers' Ink.

Free-lance Copy Writer—Gets up warm, comradely letters, pamphlets and house magazines. A producer who faithfully interprets his clients' ideas to their clientele. Reasonable charges. Box 634, P. I.

FASHION WRITER

Young woman, thoroughly experienced in writing, editing, and advertising; one year abroad; wishes position. Box 632, Printers' Ink.

COPY WRITER—YOUNG MAN

Successful copy and production man with national advertiser (2½ years), seeks connection with future. College education, good background. Box 652, P. I.

Lettering and Layout

Man desires position in N. Y. 6 years' national advertising experience. Salary secondary to opportunity. Box 655, P. I.

LETTERER

Nine years' experience in High-Grade National Advertising. Layouts—Designing. Full or Part Time. Box 650, P. I.

Advertising Man—direct mail, sales letters, etc., industrial. 8 years' exp. A talent for creating a public consciousness of a product and educating them in terms of its service. Age 30, married, initial salary reasonable. Box 653, P. I.

VISUALIZER—YOUNG MAN—4 years' national advertising experience. Can make both creative roughs and well-drawn, comprehensive layouts. Good education and background. Box 651, P. I.

Experienced New York Artist, specializing in drawing and painting interiors, exteriors, still-life, furniture and textiles in all mediums, seeks connection with department store or agency wanting highest type work. Free lance or salary. Box 646, P. I.

Experienced House Organ Editor—Six years' successful experience, has also edited salesmen's weekly Bulletin for seven consecutive years. Can devote either full or part time to your house organ or sales bulletin work. Box 659, Printers' Ink.

ADVERTISING SALESMAN

Nine years' successful experience in New York and adjacent territory with two trade publications. Full particulars submitted on request. Age 33. College graduate. Box 658, Printers' Ink.

YOUNG LADY, recently with 4A agency, seeks position as assistant to busy advertising executive. 7 years' advertising experience. Excellent secretary, good knowledge layouts, production, etc. College training. Gentile. Box 654, P. I.

PUBLICITY

Experienced publicity man, now with Chicago daily, is available for agencies' publicity. Prefers full time, but meanwhile is open to part-time accounts. Box 663, Printers' Ink, Chicago Office.

THIS MAN KNOWS PICTURES

Exploitation and publicity supervised by a man thoroughly experienced in gaining results. Twelve years' syndicate contacts. Now available to national agency. Prefer locate Chicago. Box 630, P. I.

Salesman Desires Position—Advertising agency. Eleven years engineering, ten years sales contacting eastern railroads, industrials, utilities, mining quarry, sand companies, highway, railway and general contractors. Available immediately. Box 644, Printers' Ink.

ADVERTISING MAN, age 28, university trained in advertising and marketing. Four years advertising manager of men's wear chain. Two years direct mail and road selling with manufacturer. Seeks connection with agency, retailer or manufacturer. Box 640, Printers' Ink.

SALES PROMOTION

I am looking for a Sales or Advertising Manager who is up to his neck in work. He needs an assistant, on whom he can unload some details. Have had eighteen years' preparation for this job. Salary \$4,000. Box 645, Printers' Ink.

RIPE FOR PICKIN'

A young copywriter—beginning to mellow, yet still green and growing—equipped with practical imagination and extremely versatile, desires connection where he can associate with master workmen. Now employed with prominent agency—copy, layout, contact. Salary moderate. Location anywhere. Box 635, Printers' Ink.

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Sales Quotas Should Be Based upon Correct Market Facts

Sales quotas should be based upon market conditions rather than the efficiency of sales representatives. How many units of your product will the market absorb over a given period of time? If this is correctly answered, the correct quota can be set for your sales organization.

Over seventy American markets have been analyzed from a consumer point of view. In addition to determining undeveloped opportunities for the sale of various products, a Knight Report suggests the most effective way to cultivate the market.



*Knight Market Reports
are built on:*

PERSONAL
INTERVIEWING

Permanently employed
Field investigators
trained in securing ac-
curate information

MACHINE
TABULATION
BONDED AUDITORS
CORRECT ANALYSIS
COMPLETE UNBIASED
FACTS

In the many market studies undertaken by this organization, accuracy of our findings has been considered paramount. Full benefit can be derived from a market report only when it is complete, accurate and unbiased.

Write for the list of cities on which Knight statistics are available.

EMERSON B. KNIGHT, Inc

Architects & Builders Building
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Truthful ~ Unbiased Market Research



SEPTEMBER'S HARVEST OF RECORDS

857,595 Daily

The average circulation of the Chicago Daily Tribune for the six months ending September 30, 1929 was 857,595. This is the greatest six months average circulation ever attained by the Daily Tribune. It beats the record of September 1928 by 48,430.

1,143,589 Sunday

For the same period the circulation of the Sunday Tribune was 1,143,589. This is 37,749 more than the circulation reached in the corresponding period of 1928. It is also the Sunday Tribune's highest mark for six months averages ending in September.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

